Westlake

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Volkswagen Emphasizes Improvements In '62

BODY DESIGN REMAINS SAME IN NEW MODELS

As usual, Volkswagen has concentrated in 1962 on improving the car, not merely changing it, said Howard Duvall of Daly City Volkswagen as the new units were displayed at the Westlake Auto Show.

Body design remains the same in 1962 with the exception of larger brake and tail lights. A seperate bulb for the directional flashing lights operates independently from the brake light circuit.

Most noticeable although not necessarily most important change in the 1962 Volkswagen is on the dashboard. This year, for the first time, a gasoline gauge has been added as standard equipment.

Fore and aft front seat adjustment has been increased by a longer track for more legroom. Back-rest adjustment has also been increased.

The heating system, standard on Volkswagen, includes outlets under the rear seat this year while shutters have been added to front seat outlets for better control of heat distribution.

Two springs now hold the hood open more conveniently than the previous ratchet system.

Though a minimum of toxic fumes emerge from a Volkswagen breather tube, the new model has an "anti-smog" attachment which virtually eliminates the fumes by returning them to the cylinders to be burned. Braking has been improved by reducing the pressure required on the foot pedal.

Lubrication points have been reduced from 15 to eight by using "lubed - for - life" joints and bearings in tie-rods, clutch and brake cables.

The changes this year as in the past add up to better performance, easier handling, longer life, more comfort and safer driving for a minimum owner investment in economical transportation.

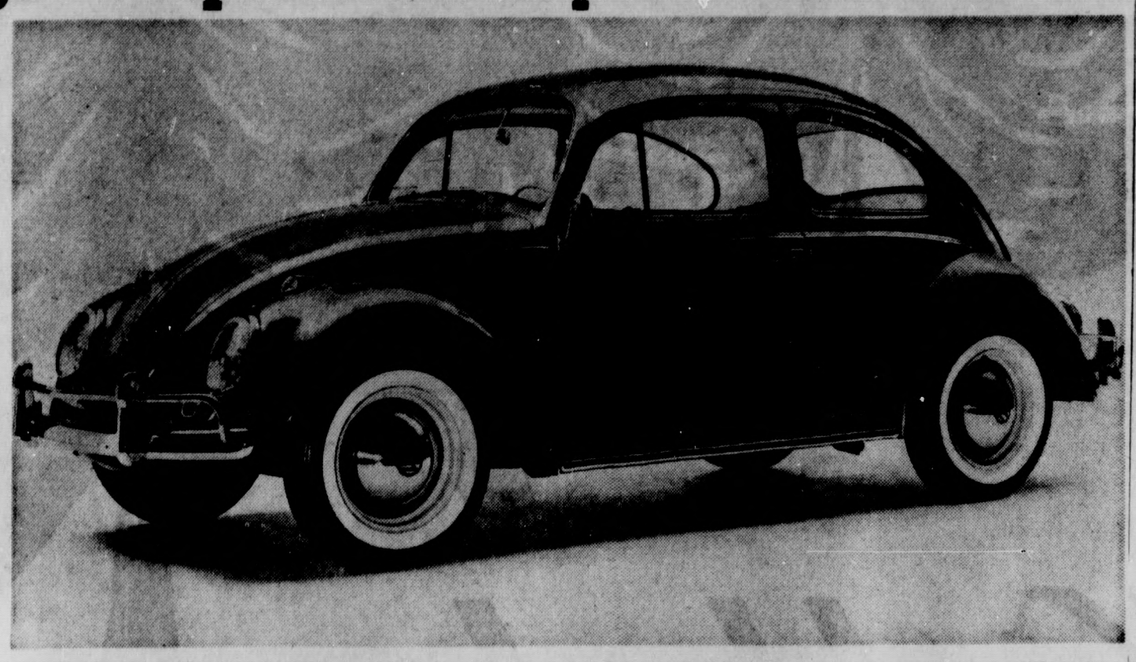
CHECK THOSE BRAKES!

Are your brakes working evenly? Uneven braking on wet pavements can cause disastrous skids.

Your tires? Are the carcasses in good condition and do you have enough tread on each tire to give you a firm, sure-stopping grip on a slippery pavement?

Don't overlook such apparently minor items as the windshield wiper and the lights. It's important that these be working and working right during the months of rain and longer darkness.

This coming winter, be a safe driver in a sound car.



300 Sports Series Becomes Feature Of 1962 Chrysler Line

Chrysler's 1962 model cars now on sale are new in appearance, improved in performance and unchanged in size, with emphasis on the new 300 sport series.

"There will be no junior editions of Chrysler," says C. E. Briggs, vice-president of Chrysler Corporation and general manager of the Chrysler-Plymouth Division. "This policy proved successful during the 1961 model year. We gained in sales with Chrysler. We are continuing the policy in 1962, with cars that have an exceptional number of sound engineering improvements."

Briggs said the most important change in the Chrysler lineup is the expansion of the 300 line of high performance cars, which now become available in a lower price range than previous 300 series cars. There also will be a 300H, carrying on the tradition of previous 300 limited production models.

Chrysler 300 cars will be available with a choice of three high performance engines, ranging up to 380 horsepower. In limited production will be a 405-horsepower short ram induction engine.

Improvements in all three series — New Yorker, 300 and Newport — include a new compact transmission, engine refinements which provide better cooling, surer choke operation, quieter operation and improved fuel economy; a new quieter starting gear, lubricant-sealed chassis fittings, and a more efficient power braking system.

NEW EXTERIOR STYLING

The most pronounced exterior styling change in the 1962 Chrysler is the smooth side profile with accent on the front end of the car. The new front section has gracefully canted headlights framing a powerful-looking grille. The cross bar grille which identified the 300G is the highlight of the 300 series. The New Yorker has a distinctively massive grille, while the Newport grille is a handsome grid pattern.

From the rear, the 1962 Chrysler has a low, gracefully wide appearance which comes from the clean, broad styling of the rear deck and its integration into the rear bumper. The tail lights are placed high for maximum visibility.

The Newport and the new 300 series are built on a 122 inch wheelbase. The New Yorker retains its 126 inch wheelbase.

INTERIORS IMPROVED

Interior styling for 1962 features new door panel and armrest designs, new hardware and a variety of new seat fabrics designed in a total of 31 different codes. New interiors specially designed for the 300 series include use of leather or vinyl in any of three colors — saddle tan, black or red.

The high-tower driver seat, popular during 1961, is retained as is the Astra-Dome design and electroluminescent lighting of the instrument panel.

WIDE RANGE OF MODELS

Chrysler offers 15 models in 1962. The Newport series features a complete range of body styles including a two-door hardtop, convertible coupe, four-door sedan, four-door hardtop and a six and nine passenger four-door hardtop station wagon. The New Yorker is offered as a four-door sedan, a four-door hardtop and a six and nine pasenger four-door hardtop station wagon. The 300 is available as a two-door hardtop, convertible coupe and four-door hardtop. The 300H will be offered as a convertible and two-door hardtop.

For 1962 Chrysler offers the widest range in its history — from a powerful, economical 265 horsepower, 361 cubic inch V- with two-barrel carburetor horsepower 413 cubic inch V-8 with twin four barrel carburetors.

INCREASED ROOMINESS

One of the most signicant engineering achievemnets for 1962 is the introduction of a completely new and greatly improved light-weight automatic transmission which replaces the previous TorqueFlite transmission used on Chrysler cars since 1957. Complete with torque converter, the new transmission weighs approximately 60 pounds less than its predecessor. Its reduced size makes possible a lower and narrower transmission tunnel thereby increasing passenger room.

In line with the program to reduce maintenance and operating costs, Chrysler has virtually eliminated the need for regular lubrication. Fittings are prelubricated and sealed at the factory. This makes it possible to drive 32,000 miles between lubrications on major chassis points.

CHRYSLER HAS NEW SPORTS-TYPE SERIES

Chrysler for 1962 will offer a new line of sports type, high performance cars carrying the famous 300 emblem.

This was revealed today at a news conference by C. E. Briggs, vice-president of Chrysler Corporation and general manager of the Chrysler-Plymouth Division.

The new series is expected to account for up to 20 per cent of Chrysler volume.

"For the past seven years, the 300 has been a limited production sports type car," Mr. Briggs said. "It has gained recognition and prestige for the entire Chrysler line. In 1962 we intend to carry forward that tradition with an even finer 300H, which will be included as an exclusive segment of the 300 series.

300 PERFORMANCES

"At the same time, we will make 300 performances and styling available to more people by bringing out these new models. They will be moderately priced in the Chrysler price range. They will appeal to people who appreciate exceptional performance."

The 300 series will be offered in three body types — two- and four-door hardtops and convertible. All leather bucket seats will be standard in the convertible and optional in the two-door hardtop.

Chrysler Expands 300 Sports Line

Chrysler for 1962 introduces a new sports type, high performance line of automobiles bearing the renowned Chrysler 300 name. Top grain all-leather bucket seats and a choice of three engines ranging up to 380 horsepower are two of the distinctive characteristics of the new 300 series. Shown here is the two-door hardtop. The 300 series also offers a four-door hardtop and a convertible coupe. In addition to the new 300 cars, Chrysler also offers its full-sized economy car, the New port, and the exclusive New Yorker, the prestige car of the medium priced line.

T-BIRD DOUBLES SIZE OF ITS LINE

America's prestige personal car, the Ford Thunderbird, has doubled the size of its family for 1962.

Addition of a special two-seat sports roadster and a vinyl-covered Landau hardtop to the standard hardtop and convertible Thunderbird line makes the luxury car available in four distinctive models, the widest range of Thunderbirds offered since introduction of the car in 1955.

The two new Thunderbird models will be displayed in Ford dealer showrooms Oct. 12.

The best features of the classically styled 1961 Thunderbird and its two-seat predecessor are combined with a tonneau cover, head rests, simulated spoke wheels, and many other special features to give the new roadster a sporty appearance, distinctive even by comparison with the unique Thunderbird convertible model.

The new roadster features a specially constructed tonneau cover with a padded head-rest for buyers who want a sporty two-seat car. The cover, placed over the entire rear portion of the passenger compartment, transforms a four-seat convertible Thunderbird into a two-passenger car.

INTERIOR STYLING

The center portion of the tonneau cover is depressed, in keeping with the car's interior styling theme. The cover slopes toward the rear and ends at the panel under which the convertible top is scored. Two pockets at the front make it possible to fit the cover over the back of the front seats and the cover fits snugly against the side panels.

The material on the exposed portions of the tonneau cover front matches that used in the seats.

The new roadster's convertible top can be raised or lowered without removing the tonneau cover.

Standard equipment on the new Thunderbird model includes wire spoke wheels with simulated knock-off hub caps and an asist bar provided for the comfort of the passenger.

The vinyl covered Landau hardtop model also is offered for the first time in the 1962 Thunderbird line. The new Thunderbird has a grain material roof available in black or white colors with any exterior or interior color combinations. A stylish chrome Landau "S" bar on the rear roof panels further distinguishes the new Landau model.

Thunderbird for 1962 offers a new Landau hardtop (top) in addition to the standard hardtop and convertible models of America's prestige car. The Landau model is a vinyl covered hardtop with a distinctive "S" bar on the rear roof panels. This new Thunderbird's grain material roof is available in black or white colors with any exterior or interior color combinations. The Landau, along with the other 1962 Thunderbird models, retains the car's traditional classic styling and incorporates more than 100 engineering improvements. Like all 1962 Thunderbirds, the standard hardtop model (bottom) features a new, square-block design grille and many exterior and interior styling refinements. All 1962 Thunderbird models, representing the widest selection of Thunderbirds since the car's introduction in 1955, will be displayed in Ford dealer showroom October 12.

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You'll find that the popular VW is the best buy for the dollar. At the Westlake Auto Show you will see our new '62 VW's, the sleek Karmann Ghia, and the roomy station wagons and panel trucks. In each there is the VW perfection and craftsmanship that has come about only through years of experience in making a car that is improved only to make it run better, not to change it. It's the same with the sleek Porsche, designed for those who respect styling, mechanical perfection and outstanding handling characteristics on the highway or in town. After you have seen them, COME IN AND TEST DRIVE A VW OR PORSCHE. You'll enjoy it, we're sure.

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'62 Ford Falcon Sports New Styling, Economy

The Ford Falcon for 1962 boasts new styling, an expansion of the economy and maintenance-free features that have made it the best selling compact car in the country, and the addition of two new models.

The new models are a Falcon Squire station wagon and a Deluxe Club Wagon.

While describing the compact car's new styling as still "distinctively Falcon," Matthew S. McLaughlin, general sales manager of Ford Motor Company's Ford division, pointed out that the Falcon has a new grille, new front fenders and hood, and larger taillights, but still retains the inside-outside dimensions of its predecessors.

On the interior, the instrument cluster has been revamped and there are new fabrics, styles and colors for all models.

In addition, Mr. McLaughlin stated, 62 engineering improvements have been incorporated into the 1962 models.

MODELS

The new Falcon line of 13 models will be introduced by Ford dealers on Sept. 29.

Included in the Falcon line of 13 models being offered for 1962 are standard and deluxe two- and four-door sedans, two-door Futura, standard and deluxe two- and four-door station wagons, four-door Squire station wagon, Station Bus, Club wagon, and Deluxe Club wagon.

FALCON SQUIRE

The Falcon Squire is a smart, four-door, six-passenger station wagon with simulated wood exterior trim that imparts a custom-crafted look. Limed oak rails (made of fiberglas) follow the body side contour lines, go around the tail lamps an dacross the tailgate. "Fiberglass planked" walnut-grained paneling appears between the rails.

The Squire has as standard equipment color-keyed carpets in the front and rear seat area, pleated all-vinyl interior trim, white steering wheel and chrome horn ring, cigarette lighter, front-door courtesy light switches, rear-door arm rests, front-seat-back year ash tray, bright metal door and window frames, unique ornaments on the rear quarter panel, and a power operated tailgate window (optional on other Falcon wagons).

The Squire is also a "working wagon." With the second seat converted, the Squire boasts a big, flat and level cargo space of 76.2 cubic feet. The tailgate is counterbalanced for easy opening and closing. For safety, the window must be completely lowered before the tailgae can be opened.

FAMILY FUN VEHICLES

The Station Bus, Club Wagon and the new Deluxe Club Wagon are versatile "family fun vehicles" designed to carry eight passengers, or easily convert to a camping unit, a home on wheels, or an all-around utility vehicle with 204 cubic feet of cargo space. In addition to the driver and right-front passenger doors, all three vehicles have double doors on the right side and in the rear.

In the Station Bus, which will be the lowest-priced member of the new series, and the Club Wagon, second and third seats are optional. Both are powered with a 144 cubic inch engine, with a 170 cubic inch engine optional. The Club Wagon has as standard equipment a number of feaures and appointments not found on the Station Bus.

The Falcon Deluxe Club Wagon is a "high-fashion" vehicle. A two-tone pleated vinyl trim scheme is carried through seats, doors and side panels. A 170 cubic inch engine is standard equipment as are second and third seats, and all the other interior and exterior appointments usually associated with a "deluxe" model, even including padded instrument panel and sun visors.

STYLING

Elaborating on the Falcon car's new styling, McLaughlin said "new front end sheet metal for 1962 provides greater horizontal thrust and cleanliness of design."

The new full-width grille is of a modified convex shape and the new front fenders raise slightly in the nose area. Parking lights have been relocated in the front bumper and a chrome-plated air scoop has been added to the hood. The air scoop gives the appearance of greater height.

ENGINES

The standard engine for all Falcon models, except the Club Wagon, is an improved version of the six-cylinder, 85 horsepower engine that in 1961 recorded the greatest gas mileage ever achieved for any "6" or "8" in the 25-year history of the Mobilgas Economy Run.

Both this 144 cubic inch power plant, and the optional 170 cubic inch, 101 horsepower engine, have a new, redesigned carburetor that provides quicker cold starts, more efficient warm-up and smoother idling. Also, a new choke control allows more precise adjustment.

This Falcon four-door sedan highlights the compact car's new styling for 1962. While still "distinctively Falcon" the top-selling Ford compact features a new grille, new front fenders and hood and larger taillights, but still retains the inside-outside dimensions of its predecessors. On the interior, the instrument cluster has been revamped and there are new fabrics, styles and colors for all models. The new Falcon line, to be introduced by Ford dealers on September 29, will feature a total of 13 models.

IMPROVEMENTS

McLaughlin cited the following important engineering improvements for 1962:

Factory-installed engine coolant, down to 35 degrees below zero and with a change interval of 30,000 miles or two full years.

A recommended oil change interval of 6,000 miles on the Falcon car.

A new extended-life fuel filter, which serves for 30,000 miles before replacement.

Front-wheel bearings now go to 12,000 miles before lubrications.

Internal parts of Falcon door locks are plated to prevent corrosion and a special lubricant prevents freezing.

Falcon body contains 50 per cent more insulation for greatly increased quietness of operation.

THUNDERBIRD RETAINS ITS TRADITIONAL CLASSIC STYLING

Thunderbird for 1962 retains its traditional classic styling, incorporates more than 100 engineering improvements, and offers two special new models: A two-seat sports roadster and a vinyl-covered hardtop Landau model.

Combined with the regular hardtop and convertible, the two new models increase the luxury car line to four models—the widest selection of Thunderbirds since the car's introduction in 1955.

Pointing out that the new Thunderbird retains the car's famous characteristics—the distinctive roofline, crisp fender lines, unique console and trendsetter interior—Lee A. Iacocca, Ford Motor Company vice president and Ford Division general manager, added that "totally new engineering features make the 1962 Thunderbird the most advanced, yet most practical, car in the industry."

All four 1962 Thunderbird models will be introduced in Ford dealer showrooms Oct. 12.

SPORTS ROADSTER

The new sports roadster features a molded fiberglas tonneau cover with padded head rests which transform the four-seat convertible into a two-seat car.

Special features of the new roadster include:

Wire wheels with chrome plated spokes and rim and simulated knock-off hub caps. Narrow band whitewall tires will be an optional feature.

A special emblem mounted on the front fenders below the Thunderbird name script and on the tonneau cover extension between the front seat backs. The emblem is a gull-wing bird super-imposed on a red, white and blue crest.

An assist bar, provided for the comfort of the passenger during cornering. It will be hung from the underside of the instrument panel.

LANDAU

The new Thunderbird Landau model has a vinyl-covered roof available in black or white colors. The Landau has a distinctive "S" bar on the side of its rear roof panels.

STYLING

The fashionable styling of the Thunderbird is enhanced in 1962 by a new, square-block design grille that gives the car an appearance of power and motion.

Additional new exterior features of the 1962 Thunderbird include rear quarter ornamentation consisting of three rectangular, ribbed ornaments mounted horizontally, and new taillights which combine the stoplights, taillights and parking lights as one unit.

INTERIOR

New luxury and convenience features blend in the 1962 Thunderbird's rich interior.

The car's classic yet functional interior design is revealed when the doors are opened to their full width of more than four feet, permitting effortless entry to front and rear seats.

The new Thunderbird again has the unique individual bucket seats in front, divided by an attractive and useful console, and simulated bucket type rear seats. For greater convenience of the driver and passengers, the temperature and optional air conditioning controls have been moved to the console.

The rayon carpeting this year has been improved for better wear and longer life by the addition of nylon, and the front compartment heel pads now are made of sturdy vinyl, rather than rubber, to stand up under hard use much longer.

The unique swing-away steering wheel, which has been ordered by nearly 77 epr cent of Thunderbird buyers since it was made available on the 1961 model, is standard equipment for 1962.

Improvements in lighting and instrument pointer visibility also add convenience and safety to the 1962 Thunderbird.

IMPROVEMENTS

Engineering improvements under the hood and body of the new Thunderbird give it better riding characteristics than any previous Thunderbird.

The unitized body is double-protected against rust and corrosion. The underbody and superstructure are fabricated from zinc-clad stock, and the body is dipped in a zinc-rich bath after assembly. The Thunderbird then receives three primercoats of paint followed by two finish coats of hard, durable enamel that never need waxing. A heavy undercoating gives the Thunderbird its third layer of protection against water, slush and salt, an exclusive quality feature in the Thunderbird's price class.

The Thunderbird's durable aluminized muffler also has been improved in 1962. All critical parts, including resonators, now are made of stainless steel for longer life.

Even better in 1962 is the Thunderbird's renowned short-stroke, low-friction, 390 cubic inch engine. Its advanced induction system features the easy breathing intake manifold which gives the car exceptionally flexible performance.

A new, 30,000 mile disposable fuel filter keeps water and foreign particles from entering the engine and its four-barrel carburetor incorporates some 15 improvements over 1961, providing greater smoothness at idle, cruising or for fast, passings spurts.

With the engine's full-flow oil filter and the elimination of the crossover valve, oil change intervals now can be extended from 4,000 to 6,000 miles.

New factory-installed long-life coolant eliminates the need for regular fall and spring cooling system changes. Anti-freeze now needs changing only once every two years or 30,000 miles, and the engine is protected to 35 degrees below zero.

Brake improvements also add to the car's over-all quality excellence in 1962. A new, larger master cylinder reduces pedal effort yet increases braking power, and a new type of lining—more durable and highly fade-resistant — recovers faster for smooth, sure braking.

Another feature that helps make the 1962 Thunderbird the finest ever produced is the car's improved sound insulation. Some 45 pounds of sound-deadening materials — sheet aluminum insulation, thick fiber and mastic felt, undercoating and fiberglas — have been added under the new Thunderbird's hood, to wheelhouses, dash, instrument panel, passenger and trunk floors, roof panels and rails, package tray and quarter panels.

OPTIONS

The 1962 Thunderbird offers a wide range of standard equipment that is optional on most other cars, including the 390 cubic inch engine, dual range automatic transmission, power steering, power brakes, back-up lights, undercoating, padded instrument panel and sun visors, electric windshield wipers and interior courtesy lights.

The 1962 Thunderbird interior harmonizes in a flow of color from the instrument panel to the doors, seats, floor and console. Seven basic colors are available: blue, turquoise, beige, black, red, silver mink and chestnut.

Seat cushions inserts and bolsters are offered in seven all-vinyl combinations, five vinyl and bedford cord fabrics and seven all-leather.

The exterior enamel finishes, designed to last longer and stay brighter, are available in 18 colors.

SEE THE FEATURES OF THE FUTURE AT THE WESTLAKE AUTO SHOW

'62 Fords

The '62 Fords, Falcons and Thunderbirds are here . . . with styling and engineering ideas that are setting new trends for the future! See the Ford Galaxies and Wagons that introduce twice-a-year maintenance . . . or every 6,000 miles! See 13 new Falcon models, 4 new Thunderbirds! You're ahead all the way . . . every day . . . in a '62 Ford!

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A whole new quartet of Thunderbirds!

"Something absolutely new— the Thunderbird Sports Roadster!"

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NEVILLE FORD

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1962 DART STATION WAGON—Dodge's 1962 Dart line offers 13 versatile, four-door station wagon models. Functional in appearance, the new Dart wagons provide maximum interior space. Optional equipment includes chrome assist handles and luggage rack, and electric tailgate window. Shown above is the deluxe Dart "440" nine-passenger wagon.

'62 SIMCA '5' FEATURES HIGH PERFORMANCE ENGINE

The new 1962 Simca "5" economy sedan goes on display this week at the Westlake Auto Show.

"This new Simca "5" four-door sedan is powered by an outstanding new high performance engine with a 5-bearing crankshaft resembling power plants usually found only in expensive sports and racing cars," Peter Nunez, general sales manager, U. S. Simca sales, export-import division, Chrysler Corporation, stated.

"It has a 30 per cent increase in horsepower over the present Simca engine and is S. A. E. rated at 65 h. p. — far more horsepower than any other car in its price class and at no expense to overall mileage economy.

NEW ENGINE

"This remarkable new engine, which gives Simca the best power-to-weight ratio of any economy sedan, provides the added push for passing under all highway conditions. Its four great virtues are sturdiness, long life, quietness and economy. And it gives Simca a commanding rated horsepower lead over its competitors."

To prove its rugged stamina, engineers drove a Simca powered with the new Rush Super 4-cylinder, in-line engine continuously for 80 days at an average speed of 62.13 miles per hour. The car covered 124,300 miles — five times around the world — and 57 records were broken by Simca on this endurance run.

"Driving the new Simca "5" you will find minimum vibration, no rumbles, no pounding at any speed and you will get a smoother, quieter ride and less engine wear. This is one of the toughest, longest-lasting engines ever built," Nunez said.

The 1962 Simca "5" will carry a 12 months, or 12,000 mile (whichever occurs first) dealer warranty as to repair or replacement of parts defective in material or workmanship. Only tires and normal maintenance services such as replacement of spark plugs, condensers, ignition points, filters, etc., are excluded.

New Simca Carries 12,000 Mile Guarantee

The new 1962 Simca "5" economy sedan carries a 12-month or 12,000 mile whichever occurs first) dealer warranty.

"This is the finest Simca we have ever offered the American car-buying public and we are proud to announce the new 12-month or 12,000 mile warranty," Peter Nunez, general sales manager, U. S. Simca sales, ex-port-import division, Chrysler Corporation, announced.

The new dealer warranty applies to the repair or replacement of parts defective in material or workmanship with only tires and normal maintenance services, such as replacement of spark plugs, condensers, ignition points, filters, etc., excluded, Mr. Nunez said.

The new Simca "5" models have recently reached United States ports from France and were distributed to Simca dealers throughout the country for today's public showing.

"Engines with 5-bearing crankshafts previously have been found only in high-priced, luxury, sports and racing cars," Nunez said. "The Simca "5" is the only volume-produced, 4-cylinder European car having a 5-main-bearing crankshaft."

EXTERIOR STYLE

While introducing numerous mechanical improvements, the 1962 Simca "5" retains its exterior styling except for straightening the narrow chrome strip extending from headlight to taillight on either side. The words "Simca 5" also appear in chrome on the right, rear fender.

The complete instrument panel now includes an engine water temperature indicator and a new swing-needle speedometer. It has a fuel gauge and a fuel warning light to tell the driver when his gas supply is low, oil pressure and generator charge indicators and key-starter ignition.

A new feature of the Simca "5" engine is a manual choke, mounted on the instrument panel to the left of the steering column, which permits the driver to have precise control of the starting mixture in the engine in all temperatures.

Retained in the new Simca are many customer-approved features including headlight controls mounted on a lever extending from the left side of the steering column. The turn signal switch is mounted on top of the steering column as is the switch for the electric windshield wipers. A windshield washer control is mounted below the instrument panel to the left of the steering column. A column-mounted gear shift lever controls Simca's smooth shifting, four-speed forward synchromesh transmission. And the emergency brake lever has been moved to the right of the steering column for greater ease of operation.

"Simca has scored a real advance among economy cars with its advanced new engine," Nunez said. "The engine has a new cylinder block and a new crankshaft with 5 main bearings. These 5 main bearings — the usual number is 3—support the crankshaft at five closely spaced points and thus each connecting rod works between two supports on the crankshaft, rendering it virtually vibration-free. Each wrist pin, connecting rod and piston unit is accurately, individually balanced."

PUBLIC SHOWING of this new 1962 Simca "5" economy sedan will be held this week in the Westlake Auto Show. With 30 per cent more horsepower than the current Simca engine, the new Simca "5" Rush Super engine is outstanding for performance, operating smoothness, quietness and durability while continuing Simca's exceptional gasoline economy. The new engine has the best power-to-weight ratio of any economy sedan in its price class.

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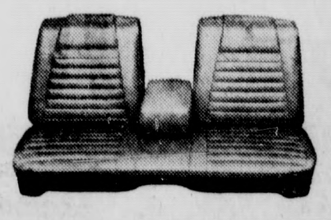
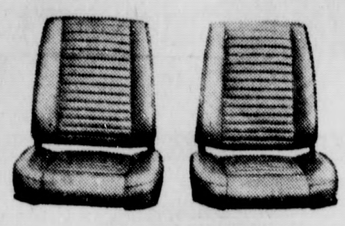
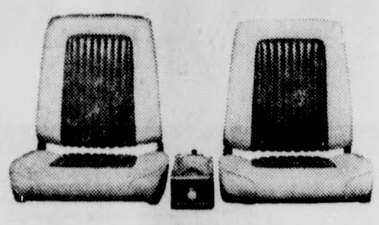


A CONVERTIBLE SEAT—From bench-type to bucket-type with the flip of an armrest! The end to mob treatment! Standard in all Dodge Dart 440 models.

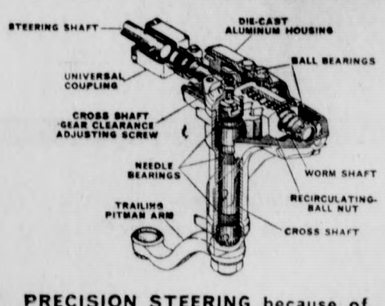


BOUNTIFUL BUCKETS—Generously padded and pleated to sit cool and fit your form. Standard in the Lancer GT with vinyl interior, sill-to-sill carpeting.

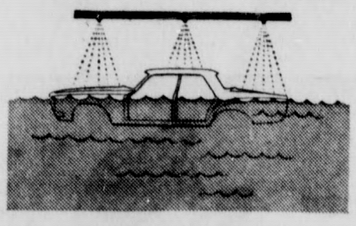


CUSTOM STYLED for the Polara 500: buckets of soft, supple vinyl. Individually adjustable. In between, a storage console for diamond rings and things.

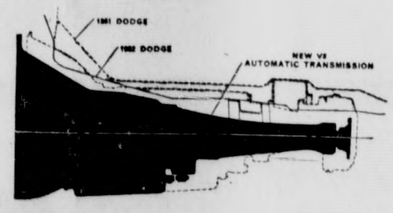
PLUS SENSATIONAL MECHANICAL INNOVATIONS!!!!



PRECISION STEERING because of a newly developed low-friction steering gear that makes handling about the easiest you've ever experienced!



WAR DECLARED ON RUST—Every Dodge is rustproofed, inside and out, by a seven-step dip and spray process. Mufflers aluminized, too.



THE BUMP'S OUT OF THE HUMP New V8 automatic transmission is more efficient, less bulky. Less hump, more legroom.

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$1,740 P.O.E. *includes these BIG features:*

NEW 5-BEARING CRANKSHAFT: Until now, only in racing and sports cars. Minimizes vibration, noise and maintenance. Gives you smoothest, most quiet ride.

NEW 65 HORSEPOWER ENGINE: Most powerful in its price class. Delivers fastest acceleration and real passing power.

EXCLUSIVE NEW CENTRIFUGAL OIL FILTER: Most efficient, fast, and steady cleaning. Fewer oil changes, longer engine wear.

OVERSIZE BRAKE SHOES: 121 square inches of effective braking area . . . up to 56% more than *any* car in the price class. More even than most of the heavier compacts.

PLUS . . . roomy comfort for five, 4-door convenience, plenty of luggage space, column shifting, full instrumentation, including temperature, fuel and high beam indicators, 50-50 weight distribution, UniGard construction, 4-speed transmission, 12 month or 12,000 mile warranty*. AND . . . white-wall tires, windshield washers, heater-defroster, electric wipers, turn indicators, dealer charges included in this one low price! Test drive Simca '5' . . . most advanced car in the economy field.

*Dealer's warranty to repair or replace parts defective in material or workmanship is for 12 months or 12,000 miles, whichever occurs first. Only tires and normal maintenance services such as replacement of spark plugs, condensers, ignition points, filters, etc., are excluded.

YOU HAVE TO DRIVE IT TO BELIEVE IT

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Dodge Introduces High-Performance "Polara"

Detroit, — Dodge, which entered the low-price field with its 1960 Dart and the compact-car field with its 1961 Lancer, today introduced a high-performance, high-style Polara "500" in the luxury sports car market.

The new car will go on display in Dodge dealers' showrooms on September 28.

"The introduction of the 1962 Polara '500' is another of Dodge's aggressive moves to meet the changing demands of the automobile market," Dodge General Manager Byron J. Nichols said.

Luxury and Performance

"We do not believe the car buyer should be forced to choose between luxurious appointments on the one hand and top-notch performance on the other," Nichols explained. "The Polara provides both, and we believe that more and more discerning buyers will insist on this combination."

The new, prestige car is available in two models — a two-door handtop and a convertible.

The Polara's styling, with long hoodline and short rear deck, has a "continental flavor." Stylists refer to its forward-thrusting design as "poised motion." its elegant interior features individual bucket seats in the front with a between-seats console.

The Polara is powered by a special, high-performance engine with a high-lift camshaft, a four-barrel carburetor and dual exhausts as standard equipment. The engine has 305 horsepower and a displacement of 361 cubic inches.

"This is an engine with real punch," Nichols said. "It gives the Polara exceptional smoothness, acceleration and passing power."

New Transmission

The Polara also features a new, exceptionally durable automatic transmission with a die-cast aluminum housing. The new transmission provides smooth, quiet and precisely-controlled shifting, and excellent breakaway performance.

Other engineering advances in the new Polara include:

Fully integrated, all-welded body construction which, along with Dodge's famous Torsion-Aire suspension, gives the Polara a solid, smooth, vibration-free ride.

A new, lighter "aircraft-type" starter which provides quick positive turnover in cold weather, and requires less current.

32,000-Mile Lubrication

Thirty-two-thousand mile, factory-sealed lubrication for some chassis components, lifetime lubrication for others.

Sel-adjusting brakes.

An all-new heating and ventilating system which supplies fresh air to the passengers even when the car is parked or moving slowly in traffic.

The aluminum grille of the new Polara, composed of bright vertical bars on a background of black, has a racy, "open scoop" appearance. The grille thrusts forward and is surrounded by a massive bezel of stainless steel.

The car's high-beam headlights are set into the grille, and the low-beam lights are housed in the fornt fenders.

The rear of the Polara is highlighted by large, dual, circular taillights. A bright, two-piece trim plate just above the rear bumper contains the back-up lights.

New Dodge Trademark

Special hood and trunk lid medallions feature the newly adopted, triangular Dodge trademark. This emblem is also incorporated in the car's distinctively designed wheel covers.

The Polara's side ornamentation makes possible a unique, two-tone treatment which is keyed to the color styling of the interior.

A bold stripe, painted to contrast with the body colors, flows high along the side of the car. Outlined by a slim, stainless-steel molding, this stripe begins as a narrow line at the front, widens to two inches, and narrows again at the rear.

Light Beige Featured

A small area surrounding simulated louvers in the rear fenders is painted the same color as the stripe. The louvers are capped with chrome and framed by a chrome molding.

Light beige is featured in the Polara's interior and is included in 10 of the 12 exterior two-tone combinations. The car is available in the following colors: red, blue, green, cocoa or black with beige in the body stripe and louver area; beige with red, blue, green, cocoa or black as contrasting colors; and black with red or blue as contrasting colors.

In all combinations, the exterior tones are carefully matched in the interior. For instance, if the exterior colors are blue and beige, the instrument panel, parpeting, door trim panels and seat inserts are blue. The seat bolsters, steering wheel and door panel accents are beige in all cases.

In models with black-and-blue or black-and-red exterior combinations, the interiors are beige with blue or red.

All-Vinyl Trim

The luxurious interiors also feature all-vinyl trim and individually adjusting front bucket seats. The bench-type rear seats have formed pads which provide the appearance and comfort of bucket seats.

The between-seats console in the front contains a locked storage compartment, dual ash receivers, cigar lighter and a courtesy light. The surface of the console is textured aluminum with bright moldings.

The headlining in the two-door hardtop is light beige, bedford cord polyurethane foam. The convertible's folding top is available in two colors: black and an off-whie beige. Both have interior liners of light beige.

More Knee Room

The Polara's new instrument panel slopes way from the base of the windshield and rolls under to provide maximum knee room. The large, cowled instrument cluster features circular dials which project from the face of the cluster in bright, deep bezels. The speedometer is an easy-to-read swing needle with numerals prominently displayed in a horizontal window above the other instrument dials.

Pushbuttons for the heating and ventilating system are arranged horizontally along the right lower edge of the cluster. These are balanced on the left by a row of pushbuttons for the automatic transmission.

Standard on the Polara is an instrument panel safety impact pad and a deluxe steering wheel with twin spokes and a chrome-plated centerpiece.

Redesigned Foot Pedal

The Polara's interior also features:

A redesigned foot-pedal mechanism for the parking brakes which requires a minimum of pressure to operate. The brake is released by a pull-out knob on the left side of the instrument panel.

A parking sprag for all cars with automatic transmission. Controlled by a lever on the instrument panel, the sprag locks the ransmission output shaft and automatically puts the transmission in neutral.

New push-pull-type buttons to lock the doors. The locks are automatically released by the inside door handle.

New Wiring System

A new wiring system for the instrument panel which improves reliability and facilitates servicing. All interior wiring terminates in a single, multi-circuit connector which snaps into a hole and protrudes into the engine compartment. Wiring from the engine side is simply plugged in.

Factory-installed anchorages for seat belts. These anchorages make it easy for the owner to install his own safety belts.

"The Polar '500' is a pleasure car in every sense of the word," Nichols said. "It's fun to drive, a delight to ride in and a real satisfaction to own."

NEW LANCER SPORTS MODEL—This is the Gran Turismo, a new addition to Dodge's compact Lancer line for 1962. The new prestige sports model features bucket seats with luxurious, all-vinyl upholstery. Two economical engines are available for the Lancer "GT": a 101-horsepower, 6-cylinder model with cast-iron cylinder block or a 145-horsepower "six" with an aluminum block. According to Dodge engineers, the aluminum engine provides exceptional performance comparable to some V-8's.

WHEN DOCKING BOAT

When docking a boat at a pier, points out the National Automobile Club, you should approach into the wind or current.

Soda Springs, located in Nevada County, is reported by the National Automobile Club to be noted for great depth of snow during winter months.

Tonto National Monument

Tonto National Monument, located just east of Roosevelt Dam on the Apache Trail in Arizona, is reported by the National Automobile Club to contain prehistoric cliff dwellings in an excellent state of preservation.

DODGE UNVEILS DRAMATICALLY NEW, RE-DESIGNED DART FOR 1962

DETROIT — Dodge has unveiled a dramatically redesigned 1962 Dart which, according to company officials, provides "a real combination of, not just a choice between, action and economy."

The popular-priced Dart features a new, classical, functional styling and an impressive series of engineering advances.

Dodge General Manager Byron J. Nichols said the newly designed Dart is "all muscle."

NO USELESS WEIGHT

"There is no useless weight in this car," Nichols said. "All of it has been engineered out by taking advantage of new materials and new design techniques."

As a result, the 1962 Dart is slightly shorter and lighter than the 1961 models, but both headroom and legroom dimensions have been increased. And the new design also provides significant increases in performance, economy and maneuverability.

In Darts with the standard V-8 engine and automatic transmission, for example, acceleration from 0 to 60 miles an hour has been improved approximately 7 per cent and gasoline economy by about the same percentage. With the six-cylinder engine with manual transmission, 0-60 acceleration has been increased about 11 per cent and economy about 3 per cent.

The standard-size, 116-inch-wheelbase car has three new series identifications for 1962—the lowest-price "Dart" series, the middle-line "Dart 330" and the deluxe "Dart 440." Twenty-three sedan, hardtop, station wagon and convertible models are offered.

A redesigned and more durable automatic transmission for V-8 engines and imrpoved, easy-to-turn manual steering head and long list of engineering advances in the new Dart. Other major engineering features include:

PROVIDES FRESH AIR

An entirely new heating and ventilating system which provides fresh air to the passengers even when the car is stopped or moving slowly.

A new, lighter,"aircraft-type" starter which ensures quick, positive turnover in cold weather and uses less electrical current.

Factory-sealed chassis lubrication which needs to be checked every 32,000 miles, instead of every 2,000 miles.

A host of electrical and ignition system improvements which increase durability and reliability — and simplify servicing and maintenance.

AUTOMATIC ADJUSTMENT

A new built-in device that automatically adjusts the brakes. The Dart also has larger, more powerful brakes.

A new, easy-to-operate manual gearshift which ensures smooth, positive shifting.

Fully integrated, all-welded body construction which gives the Dart a solid, vibration-free ride.

The 1962 Dart provides a choice of four engines. The standard power plants are a 145-horsepower, 225-cubic-inch "Slant Six" and a 230-horsepower, 318-cubic-inch V-8 which give excellent performance and economy on regular grades of gasoline.

Two extra-performance engines are optional: a 260-horsepower, 318-cubic-inch V-8 with four-barrel carburetor and dual exhausts; and a 305-horsepower, 361-cubic-inch V-8 with special camshaft, four-barrel carburetor and dual exhausts.

The 1962 Dart's new styling presents a completely different silhouette highlighted by a long, forward-tapering hood and short rear deck.

ALUMINUM GRILLE

It has a bold, forward-thrusting aluminum grille with closely spaced, vertical bars which jut outward slightly. The vertical bars are framed by a massive bezel of stainless steel.

The Dart's low-beam headlights are housed in the extreme outer portions of the front fenders, while the high-beam lights are set into the grille.

On the side, wide rear roof pillars give the new car a distinguished, limousine look. Eight vertical, simulated louvers are positioned in the side of the rear fenders and form a part of the housing for the taillights.

DUAL LIGHTS IN REAR

Dual, circular lights in the rear—trademarks of the 1957, 1958 and 1959 Dodges — return to the 1962 Dodge Dart. The taillights are set low and wide in the rear quarter panels and back-up lights of equal size are placed above and closer together

The new Dart is offered in 15 exterior colors which are softer and more subdued than last year's. There are 33 different two-tone color combinations.

The Dart also has been completely redesigned on the inside—from steering wheel and instrument panel to seats and fabrics. The new interiors are luxurious-looking, long-wearing and comfortable. The deluxe Dart 440 features bucket-seat styling with split front seat backs, pleated seat inserts and a pull-down center arm-rest in the front.

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Volvo proves that the true economy car can still have the essential sports car qualities of power, maneuverability and quick response.

With its superlative 85 h.p. engine, Volvo performs with a get-up-and-go that other cars with more cylinders find difficult to match. That's why Volvo has won such wide respect in major automotive competitions throughout the world.

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Serviced wherever you go—over 350 dealers coast-to-coast • Ask about our European Delivery Plan.

Symbol of superb Swedish engineering and craftsmanship.

"If you wait for a better car to be built — you'll wait forever"

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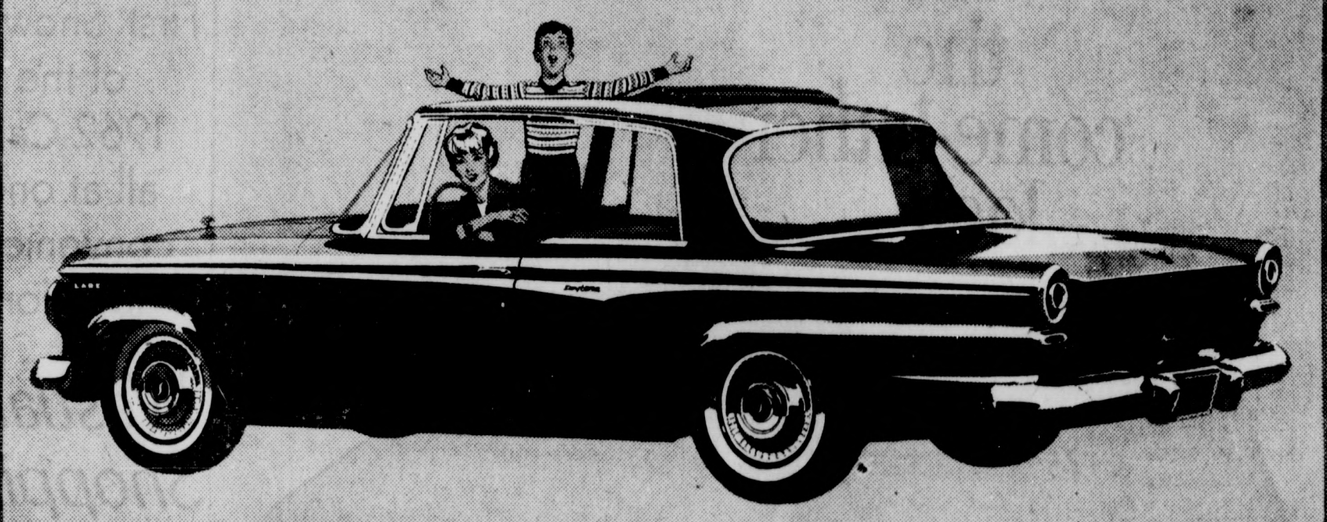
See the exciting new glamor cars of 1962

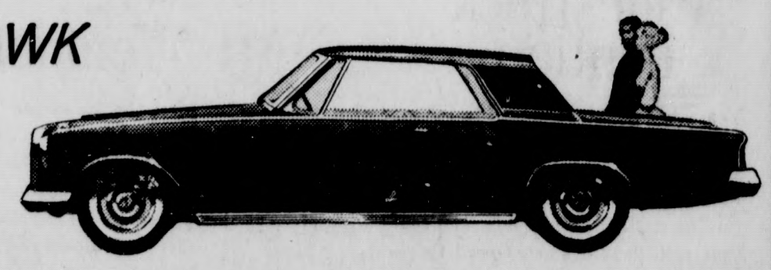


THE NEW '62 LARK AND LARK DAYTONA

Now—in the Lark alone—**big car comfort at compact prices.** As much room inside as the most expensive big cars—and new luxury styling throughout. See all eight models—wagons, sedans, hardtops, convertibles. And see the new sports-style bucket-seated Lark Daytonas, too—hardtop and convertible—America's new Action cars! Exciting!

THE GRAN TURISMO HAWK

A distinctive new sports classic designed and made with the traditional quality of the great European road cars and offering the comfort and conveniences preferred by the discerning American motorist. A "must-see" for every show visitor.



WM. J. SWEENEY & SONS

6800 Mission, Daly City PLaza 5-6500

Pontiac Attains New Heights Of Styling

Pontiac attains new heights of styling and engineering achievement with this 1962 line of automobiles in 14 versatile wide track models that reflect advanced standards in beauty, reliability, performance, ride, handling and serviceability.

Completely new exterior and interior styling, increased overall length, improved performance V-8 engines, more rugged suspension systems, extended lubrication limits and smoother, quieter operating Hydra-Matic transmissions headline an imposing list of new Pontiac features.

Four luxurious Bonneville models, two distinctive Star Chiefs, a Grand Prix coupe and seven cars in the lower priced Catalina series comprise the new line. A spectacular V-shaped front end, sweeping side sculpturing, an expansive rear end design and new custom roof styling—resembling convertible top design on sports coupe models — are major contributions to the car's exciting new exterior appearance.

Pontiac interiors are designed for the ultimate in operator and passenger comfort, safety and convenience. Richly appointed instrument panels feature cushion pads and distinctive ornamentation for each series. Attractive seats are color keyed to harmonize with exterior finishes and all models include deep loop pile door-to-door carpeting.

215 TO 348 H. P.

Power for the new line is supplied by Pontiac's big 389 cubic inch V-8, with horsepowers ranging from 215 to 348.

The longer new Pontiacs, with the exceptions of the three Safari station wagons, measure 211.6 inches in the Catalina series and 218.6 inches in the Star Chief and Bonneville series. The Safaris have an overall length of 212.3 inches. Heights range from a low of 4.5 feet with sports coupe models to 57 inches for the Safaris. All new Pontiacs measure 78.6 inches in width.

In the Catalina sedan, hardtop and convertible models and the Grand Prix two-door hardtop, the wheelbase has been extended to 120 inches. Star Chiefs and all Bonnevilles, except the Safari, are built on a 123 inch wheelbase. All Safari wheelbases measure 119 inches.

Pontiac's 1962 Bonneville series, offering the ultimate in luxury, performance and riding comfort, is available in two-door sports coupe, four-door Vista hardtop, convertible and four-door, six-passenger Safari station wagon models. Standard "extras" include the four-barrel carburetor engine, elegant seat upholstery of rich patterns cloths, vinyl fabrics and genuine leathers; new instrument panel featuring full length brushed stainless steel combined with genuine walnut inlay for a rich custom designed appearance; instrument panel cushion, passenger assist rail, courtesy lamps, dual ash trays and electric clock; custom steering wheel, dual-bulb tail lamps and deluxe wheel discs.

LUXURIOUS STYLING of Pontiac's 1962 sports coupe models is graphically illustrated by the sparkling new Bonneville in top photo. A smaller rear window and an effective roof design give this two-door hardtop the rakish look of a softtop convertible. A divided V-shaped grille of horizontal bars exemplifies the smooth flowing lines and the Bonneville's generous full-length side moulding accentuates the car's long, low and sleek appearance. Pontiac's new Tempest series for 1962 includes a superbly styled convertible pictured above with the LeMans option, featuring front bucket seats in beautiful shades of expanded Jeweltone Morrokide and rich floor carpeting. The 1962 Tempest has an entirely new grille and new rear end styling, while retaining its widely acclaimed front engine-rear transmission power arrangement and independent four-wheel suspension.

STAR CHIEF

New Star Chief models, a four-door Vista hardtop and four-door sedan, offer big car comfort with outstanding road performance. A distinctive instrument panel with electric clock and dual ash trays, custom steering wheel, dual-bulb tail lamps and deluxe wheel discs are standard equipment.

The perenially popular Pontiac Catalina, distinctive with its clean cut simplicity of styling and ornamentation, features seven different body styles for 1962. Comprising the versatile series are a two-door sports coupe, four-door Vista hardtop, two- and four-door sedans, convertible and four-door six and nine-passenger Safari station wagons.

The Catalina is equipped with many standard items usually offered only with the industry's higher priced models. Among outstanding Catalina values are electric windshield wipers, Circ-L-Aire heater, eye-catching interior trim with door-to-door carpeting and a cushioned instrument panel with distinctive ornamentation.

SPEEDIER WARM-UP

New engine intake manifolds insure a speedier warm-up period and greater operating economy. The two-barrel carburetor on the basic V-8 with Hydra-Matic is recalibrated for improved economy and smoothness, and all four-barrel carburetors are redesigned for better fuel control and smoother, more economic road operation.

Both front and rear suspension systems are engineered for greater isolation of shock and noise resulting from rough road surfaces.

A redesign of steering components enables a 3 to 3.5 foot reduction in turning diameter for improved car maneuverability, especially in parking.

Pontiac's efficient automatic transmissions operate smoother and more quietly as a result of a new gearing technique.

The increasingly popular four-speed synchromesh transmission with floor shift is available for the sports car enthusiast on any new Pontiac.

Seat belt installation provisions in all models will permit the simple attachment of safety belts for one, two or three front seat passengers.

Other accessories changes include a simplified, more serviceable power brake system, a fully transistorized Super Deluxe radio requiring no warm-up period, quieter, more compact air conditioning units having better temperature control, new narrow-band white wall tires and new cushion wheel discs with spinners.

meet the twosome with the come-hither look

'62 Wide-Track Pontiac

You won't need a scorecard to tell you who built this one. It's pure Pontiac, from twin-scoop grille to eye-catching taillights. Longer, with a crisp, low silhouette—and a tighter turning circle. And plan to spend some time with Pontiac's new Grand Prix—the car that's born to the road and shows it!

'62 Tempest

Meet the gas-saving "4" with Pontiac punch! Tempest has its own plush one this year: Tempest LeMans. Convertible or coupe, take your choice. Bucket seats, custom trim and a full supply of Tempest's special roadworthiness. See and drive the '62 Tempest and its full-blooded brother, the '62 Pontiac—and see if you can resist them!

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The 115.5 inch wheel base of Ford's new Fairlaine line of automobiles places it between the Falcon (109.5") and the Galaxie (119"). With its Thunderbird-type roof and classic styling, the car is clearly a member of the Ford car family. All of the twice-a-year maintenance features introduced on the Galaxie are offered on the new Fairlane. The new Ford car line, which will be introduced in dealer showrooms on November 2, is available in two- and four-door models in both a Fairlane and Fairlane 500, which is shown above.

NEW FORD FAIRLANE—FIRST ALL NEW CAR LINE TO BE INTRODUCED SINCE FALCON

Complete details and photographs of the new Ford Fairlane — the first all new car line to be introduced by Ford Division since the announcement of the Falcon in the fall of 1959—have been released.

Available in two- and four-door models, both in a Fairlane and a more luxuriously appointed Fairlane 500 series, the new car line is the fourth series of cars introduced by Ford Division this year. The 1962 Falcon, Galaxie and Thunderbird models are currently on sale at Ford Dealerships.

Lee A. Iacocca, Ford Motor Company vice-president and general manager of the Ford Division, said that "in addition to offering the parking ease of the Falcon and the turnpike performance and handling characteristics of the 1962 Ford Galaxie, the Fairlane has all of the 'twice-a-year' maintenance features available on the more costly Galaxie."

The new Fairlane is a standard size car with a passenger compartment larger than the interior of the 1959 Ford and an over-all length almost equal to the 1949 Ford sedan.

As a power source, a new, optional lightweight 221-cubic-inch V-8 engine, the first economy V-8 ever produced, is being offered on the Fairlane.

With a wheel base of 115.5 inches, the Fairlane is right between the Falcon and the Galaxie. In its over-all dimensions, the Fairlane is 16 inches longer than the Falcon and 12 inches shorter than the Galaxie.

The new addition to the Ford family of cars will be introduced in Ford dealer showrooms on November 2.

STYLING

The Fairlane's styling marks it as a member of the Ford car family. Its grille, Thunderbird roof lines and slight fins that encompass round taillights, matched with its squared-off silhouette, show a distinct resemblance to earlier Ford Galaxie models.

Modest fins atop each rear fender drop gently in the center of the rear door to join a sweep spear molding which extends into the front fender.

The flatness of the hood and fenders creates an impression of added length in the front end.

The Fairlane roof, a modified version of the Thunderbird roof style, features a thin line design providing for adequate entrance room and at the same time maintaining the low silhouette appearance. Squareness of the roof is emphasized by the flush back light treatment.

Tear drop shaped ornaments on the rear fenders, chrome widow frames, and a grille-like rear panel distinguishes the Fairalne 500.

More than 3650 square inches of window space provide excellent visibility in all directions.

Thirteen exterior colors with eight interior trim combinations are offered in the Fairlane 500 series. Twelve exterior colors with four interior trim combinations are offered in the Fairlane series.

SEMI-YEARLY CARE

The car is designed to provide maximum driving comfort and utility with a minimum of vehicle maintenance, and will offer all of the twice-a-year maintenance features introduced earlier this year on the more costly Ford Galaxie.

Major features in the area of reduced maintenance are:

Factory recommended 6,000-mile oil change; 30,000-mile major lubrication schedule; 30,000-mile life fuel filtters; self-adusting brakes; Radiant coolant factory-installed for temperatures down to 35 degrees below zero and with a 30,000 mile or two year change interval; Diamond Lustre paint that requires no waxing just washing and occasional use of a good cleaner.

POWER

Two engines, each of which provides economy and performance, are available in the Fairlane cars.

The 170-cubic-inch 6-cylinder Fairlane engine is standard on all Fairlane models, and an all new "thin-wall" cast iron V-8 engine of 221-cubic-inch displacement is optional.

The new Ford "thin-wall" V-8 engine has been made possible by the use of Ford-developed casting techniques that permit greater precision in the casting process.

It produces 145 horsepower at 4,400 RPM, yet weighs almost 100 pounds less than the original mass produced V-8 introduced by Henry Ford in 1932 and produces twice the original V-'s horsepower with the same cubic inch displacement.

Both a three-speed manual and an automotic transmission are available and, overdrive is optional with the 221-cubic-inch V-8 engine.

RIDING CHARACTERISTICS

Extensive use of noise, harshness and vibration insulators in the Fairlane provides a quiet vibrationless ride.

Typical of the extnsive insulation used in the Fairlane, the floor pan—from the top of the toe-board rearward to the back of the rear seat — is insulated with well over an inch of materials including: asphalt deadener, mastic deadener, a one-eighth-inch-layer of asphalt impregnated felt, an "amberlite" blanket one-half-inch thick, and a half-inch-thick jute pad.

These materials are applied before the final floor covering is installed.

A new innovation in passenger compartment insulation offered on the Fairlane is a "torque box," so named because ft is box-like in shape, and has the ability to twist and absorb force. Four of the boxes are attached to the Fairlane's underbody structure insulating the passenger compartment from direct contact with the suspension system.

Road shocks not fully absorbed by the front and rear suspension systems are transmitted to the torque boxes. The boxes in turn dissipate the remainder of the shock by their twisting action, preventing any objectionable vibration from ever reaching the passenger compartment.

DURABILITY

Following the precedent established in the Falcon—Ford's industry leading compact—the Fairlane incorporates quality construction features for the lowest possible repair or replacement costs for its owners.

Unitized construction is used in the body of the car and bolt-on fenders results in lower replacement and repair costs, if such are ever necessary.

To insure lasting body durability and provide maximum resistance against rust or corrosion, zinc paints are used on many of the Fairlane's body components.

ACCESSORIES

A complete line of accessories, including power steering, power brakes, air conditioners, and radios are available on both the Fairlane and the Fairlane 500 models.

ADDED CONVENIENCE

In the new car, many innovations have been incorporated to provide greater customer convenience. Some of the convenience features are:

A new Ford-designed door latch that reduces closing effort and gives a tightly shut door with even the gentlest push.

A flat-floor, illuminated, 29-cubic-foot luggage compartment.

Lubricated-for-life, freeze-proof door locks.

Parallel action electric windshield wipers that sweep 63 per cent of the windshield area.

Tension coil springs that hold the Fairlane's hood in a convenient open position for easy access to the engine compartment.

PACIFIC HORNED LIZARD

When the Pacific horned lizard is frightened, reports the National Automobile Club. it squirts blood out of its eyes.

On the 88, 98 and Starfire Oldsmobiles for 1962, all open-end chassis lubrication fittings have been replaced with factory sealed units. Under normal operating conditions, the chassis of the new full-sized Oldsmobiles will not need periodic lubrication. Generators and distributors have been revised for 1962 so that they too do not require periodic lubrication.

With power steering, the diameter of the deluxe steering wheel in the 1962 Oldsmobiles has been reduced one inch from 17 to 16 inches, permitting greater clearance between the wheel and the front seat. It provides the driver with a roomier entry and exit.

Always use caution when driving out from the curb, advises the National Automobile Club.

Westlake Auto Show

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'62 DODGE TRUCK FEATURES A COMPACT UNIT

DETROIT. — Dodge introduces its 1962 line of trucks featuring a new compact delivery unit and new contemporary styling.

Dodge General Manager Byron J. Nichols said design and engineering emphasis in the new models has been placed on increased driver comfort and handling ease, improved operating economy and greater vehicle reliability and durability.

The new trucks will go on sale at Dodge dealerships tomorrow (September 28).

Distinctive Appearance

"From the stylish Sweptline pick-up to the 2 ½-ton heavy tractor, our conventional-cab models present a fresh, clean and distinctive appearance highlighted by a new grille and repositioned name and model identification," Nichols said. "The many other outstanding features we have incorporated in our 1962 line make us confident that our new trucks are among the finest in the industry."

The exterior appearance of medium and high-tonnage low-cab-forward (LCF) models remains unchanged for the second straight year, Nichols revealed. The LCF units were introduced in the 1960 line.

"This reflects our policy of standardization wherever possible in the medium and high-tonnage field," Nichols explained. "Standardization offers important benefits to truck operators. It enables them to interchange parts freely and thus stock a smaller parts inventory, and it does not 'date' their fleet."

Nichols emphasized, however, that Dodge will continue to make running changes on LCF models whenever improved components can be introduced to benefit truck owners.

The 1962 line has 141 basic models, including conventional-cab, LCF, forward-control chassis, 4-wheel-drive, school bus chassis and tandem units.

Half-Ton Delivery Unit

A highlight of the new line is a compact, half-ton, forward-control delivery unit which provides exceptional maneuverability and a short turning radius for operations in congested urban areas.

Featuring a 104-inch wheelbase and a maximum gross vehicle weight rating of 5,100 pounds, it is available with either of Dodge's Inclined 6-cylinder gasoline engines — the 225-cubic-inch, 140-horse-power model or the 170-cubic-inch, 101-horsepower version.

Eleven gasoline engines, ranging from 101 to 228 horsepower are offered. Four 6-cylinder engines are available with horsepower ratings from 101 to 140. Truck operators may choose from seven V-8 engines with 178 to 228 horsepower.

Easier Maintenance

Nichols emphasized that, for the second consecutive year, Dodge is the only truck manufacturer to offer Inclined 6-cylinder gasoline engines.

The Inclined engines offer an important maintenance and service feature for truck operators, Nichols said.

"They make it possible for our engineers to maintain a low hood height and provide maximum accessibility into the engine compartment," he explained. "The low hood design exposes more of the engine and makes it easier to service."

Seven Cummins diesel engines are available in the 1962 line, ranging from 160 to 250 horsepower.

A closed crankcase ventilating system is standard on all 8-cylinder, 4-wheel-drive models; on C-500 units with the 318-cubic-inch V-8 engine; on units with the 361 and 413-cubic-inch V-8 engines; and on model WM-300. It is optional on all other gasoline models.

Prolongs Engine Life

The sealed crankcase system prolongs engine life by restricting the formation of crankcase sludge and noxious gases, and prevents dumping of gases with heavy oil content into the atmosphere.

All gasoline models are equipped with a 35-ampere alternator as standard equipment, and a 40-ampere alternator is available. The alternator system charges even at idling speeds, reaching its peak charge rate quickly. It reduces maintenance costs by giving trouble-free service two to three times longer than a generator, and lengthens battery life by eliminating the extreme cycling of the charge and more accurately controlling voltage.

The solenoid-shift starter, a premium feature for many years on high-tonnage units, is being offered for the first time as standard equipment on all gasoline models except the WM-300. The solenoid starter is exceptionally quiet and ensures positive cold weather turn-over.

Increased Comfort

Many new features designed to increase driver comfort and minimize fatigue are incorporated in the new truck cabs.

TRUCK STYLE LEADER—At home in the city and on the farm, the 1962 Dodge D-100 Sweptline pick-up features a handsome one-piece stainless steel grille, low hood silhouette and contemporary styling. A highlight of the Sweptline is its 140-horsepower, 225-cubic-inch, Inclined 6-cylinder engine. The unit is available with a 114-inch wheelbase and 6½-foot body or a 122-inch wheelbase and 8-foot body. It has a maximum gross vehicle weight rating of 5,100 pounds.

Valiant Introduces Signet 200, America's Lowest Priced Hardtop With Bucket Seats

Valiant for 1962 introduces an all-new model, the Valiant Signet 200, America's lowest price hartop with bucket seats.

Addition of the Valiant Signet 200 expands to seven the number of models Valiant will offer in the lowest-price compact class. The sporty new hardtop is distinctive in styling inside and out from all other Valiants.

In each model in the Valiant line there are over 50 improvements and refinements — the majority of them engineering advances—which add to the car's over-all value and quality, make it more durable, economical, efficient and trouble-free, and enhance its appearance. The new models will be displayed in dealers's showrooms on September 2. 8

These advancements include:

1. An optional 225-cubic inch six-cylinder engine with a new, die-cast aluminum cylinder block.

2. New long-lasting chassis sealed for life and others requiring no lubricant-attention for 32,000 miles.

3. Extensive changes in the electrical system including a printed electrical circuit for the instrument cluster, a new starting motor, sharper-focus headlamps, a new lightweight battery, and a new multi-circuit connector.

4. Improvements in anti-corrosion treatment of the full unit body and frame construction which further extends the car's life expectancy thrugh the use of galvanized steel body sill members. The addition of galvanized steel supplements the extensive 7-stage dip-spray protection process.

5. Doubling the life of the exhaust system byusing aluminized steel in muffler parts and by making tail pipes 25 per cent thicker.

6. Completely new interiors and external styling refinements which accent the car's beauty.

7. New tires, an easier operating steering gear, bonded brake linings, a larger fuel tank combined with better fuel economy, and several innovations which make the car operate quieter and smoother.

VALIANT SIGNET 200

C. E. Briggs, vice president of Chrysler Corporation and general manager of the Chrysler-Plymouth Division, said the new Valiant Signet 200 was designed "to make available at a realistic price the smart sports car interior combined with the popular silhouette of the hardtop."

"This car is different from any other Valiant model from the front, from the rear, and from the side," he said. "Its interior is completely unlike any other model in the line.

"It was conceived as a car which would have enough family resemblance to make it easily identified, but would still have the individuality to set it apart."

Distinctive features on the Valiant Signet 200 include bucket seats with pleated leather-like trim, custom-tailored interior trim, deep pile carpeting, special trunk lid emblem, different grille and headlamp frames, distinctive grille emblem, and special side moldings available only on this model.

EXTERIOR DESIGN

To the distinctive basic proportions of the Valiant have been added many styling refinements. There is a new rear deck, new rear fenders and tail lights, and the optional back-up lights are placed below the bumper on either side of the license plate. The Valiant identification plate appears in a new design on the rear deck.

From the front, the classic grille frame is larger than on last year's models. It extends up into the hood and is topped by a broad strip of anodized aluminum. The use of anodized aluminum is extended to the grille, which is made of fine horizontal bands, and is more pronounced in the headlinght frames.

Side ornamentation on the V-200 models consists of a rectangular identification plate near the front wheel opening and a broad side molding which extends from front to rear wheel openings, narrows, and follows the fender contour to the rear of the car. There are three decorative reflectors near the rear of the moulding, as a night time safety feature. A rolled stainless steel drip rail moulding and door reveal mouldings are standard on the V-200.

O V-100 models, there are new brilght metallized strip inserts around the rear quarter windows of four-door sedans and station wagons.

LUXURY-CAR INTERIORS

Interiors of the 1962 Valiant are all new. Colors are subdued, and color combinations are tastefully matched. Completely new items include the instrumen cluster, the steering wheel, door panel and seat designs, and the upholstery fabrics.

Integrated with the instrument cluster is a visor which prevents instrument reflections in the windshield. All instruments are round and set in a cluster featuring a black frain leather-effect surface. There are new steering wheels with new detail appearance on the spokes and rim.

Each of the V-100 and V-200 models has its own distinctive interior color combinations, selected to harmonize with exterior colors. The V-200 has more luxury touches, such as pleated seat upholstery and door panels, front and rear armrests and dual sun visors as standard equipment.

The interiors have been designed to impart to driver and passenger the feeling of added quality which characterizes the 1962 Valiant.

The V-200 4-door sedan is also available with a pleated all vinyl trim in blue, tan and red at normal extra cost.

NEW SUPER 225 ENGINE

Although Valiant continues its 170-cubic inch Six as its standard engine,the new Super 225 with an aluminub block is optional. This high performance power plant is 45 pounds lighter than the standard engine with a cast iron block. The reduced engine weight increases the car's acceleration ability beyond that due solely to the engine's higher displacement. Engineers have determined that a Valiant equipped with the new engine will accelerate from a standstill to 60 mph in 30 per cent less time than required by the standerd engine.

The new engine operates more quietly, and the lightened front wheel load further reduces steering effort. Like the standard engine, the new Super 225 is designed to operate on regular grades of gasoline.

Due to a new system of engine mounting, both engines run smoother. The new mounts are especially effective in reducing vibration at engine idle.

Further noise reduction has been obtained with the new camshafts, which have been modified for quieter operation and smoother idling.

Cars equipped with the new Super 225 engine and automatic transmission have a new axle ratio, 2.93, instead of the 3.23 ratio used with the standard engine. The lower ratio provides the best combination of economy, quietness, and performance with this engine.

Requires Less Lubrication

Chassis lubrication every 2,000 miles will not be necessary with the 1962 Valiant. Ten pointe which previously required this periodic attention are now pre-lubricated and sealed at the factory. Chassis lubrication fittings have been removed from all points on front suspension ball joints, steering linkage connections, and clutch torque shaft bushings. Ball joints and tie rod ends are fitted with special balloon-type seals which retain the lubricant and exclude dirt or water.

Ball joints have plugs which can be removed for replenishing the lubricant at 32,000-mile intervals. Tie rod ends are sealed for life.

Valiant's suspension has been improved. Front shock absorbers have softer rubber upper bushings to help absorb road noise, and the front lower control arms have been redesigned to permit use of a new torsion adjusting bolt which is easier to adjust or replace.

New Steering Column Gearshift

The gear shift lever is now mounted on the steering column. The lever actuates a concentric shift mechanism which retains the crisp, positive action of the floor-shift lever previously used. There is push-button shifting for automatic transmissions.

There is a new manual steering gear of low friction design and a higher ratio which makes the manuel-steering Valiant easier to handle and park. The over-all ratio of the steering system is 28.8 to 1, up from 23.8 last year.

An additional benefit to the driver is the new mounting of the steering column, which reduces the transmission of road shocks to the steering wheel.

Bonded brake linings replace the riveted linings to provide more effective lining area and longer-lasting brakes.

Cadillac's 60th Year In Auto Field

Beginning its sixtieth year in the automobile industry, Cadillac presents for 1962 the most complete and competitive line of new models in the division's history, according to Harold G. Warner, Cadillac general manager and vice-president of General Motors.

"A dramatically new silhouette, outstanding engineering achievements and important safety features, new to any American motorcar, are combined in our anniversary automobile," Mr. Warner said.

SAFETY PRIME CONCERN

"As the records show, safety always is of prime concern to Cadillac each year. This year is no exception. In fact, in 1962 there is even more emphasis on safety with a new dual braking system and significant lighting detvelopments, both in the front and rear of the automobile," Mr. Warner points out.

In this anniversary year, Cadillac is offering 12 models, the same as last year. Five of the 12 will feature a classic new roof design giving an entirely new silhouette to the car and changing the over-all styling personality.

This sleek and low roof design which reflects the leadership of last year's Fleetwood Sixty Special Sedan appears on the Four-Window Sedan de Ville, the Coupe de Ville, Sixty-Two Coupe, Town Sedan and Park Avenue Sedan.

Styling and engineering combine to bring exciting new lighting developments to the industry. At the side of the headlamps is a new cornering light, which illuminates the way into a turn at night. The taillight in the rear bumber also is completely new and house a tail-lamp, stop lamp, turn signal light and back-up light. Yet under normal daytime operations the exterior lens appears white.

Unquestionably the major contribution to safer driving is the new three-way brake system on the 1962 Cadillac, the first of its kind in the automobile industry. Heart of the system is a dual-type power brake master cylinder with a separate piston and brake fluid reservoir for front and rear brakes.

3 BRAKE SYSTEM

With the parking brake, which again this year can be employed as a true auxiliary brake, the 1962 Cadillac has thre separate brake systems in an emergency.

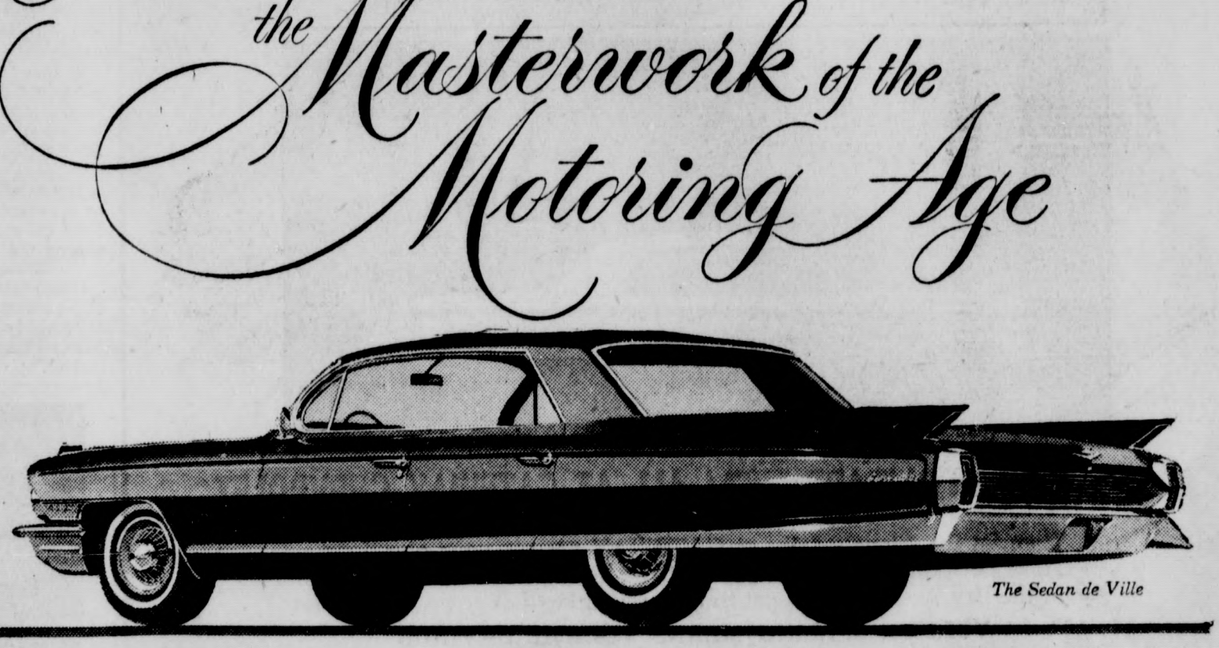
The reliable 390 cubic inch V-8 engine remains unchanged in specifications with 325 horsepower and a 10.5 to 1 compression ratio. However, it is quieter in operation and has still better durability through selective fittings of all main bearings.

The heater will be standard equipment on all 1962 Cadillacs. Air conditioned cars will be quieter due to the use of a newly designed fan clutch and a smaller, lighter yet higher output six-cylinder Freon compressor.

SEDAN DE VILLE—Five 1962 Cadillac models feature this classic new roof design as shown on the Four-Window Sedan de Ville. From the new front cornering light to the carefully fitted taillamp in the tail fin, the use of chrome is held to a minimum on the finely sculptured side metal.

The Fleetwood Sixty Special

Cadillac presents for 1962 the Masterwork of the Motoring Age



The Sedan de Ville

. . . AT THE SIXTH ANNUAL WESTLAKE AUTO SHOW

November 1-4 - Shopping Center, Daly City

Most certainly the highlight of the Automobile Show is the illustrious sixtieth anniversary Cadillac.

Never in its sixty years as the Standard of the World has Cadillac offered a motor car so abundantly endowed with safety, luxury, comfort and engineering advancements . . . or so refined in styling. Surely it is destined to inspire many cars yet to come, as it has so often in the past.

Cadillac's famed quiet is even more remarkable in 1962—with a smoother, quieter power plant . . . greater and more effective use of insulation . . . more finely crafted coachwork. Its safety is enhanced by a new Cadillac-developed, independently operating front and rear braking system . . . an exclusive new cornering lamp that lights your way around turns . . . a revolutionary new rear light system . . . and by many other advancements in the finest Cadillac in sixty years as the "Car of Cars."

And there is no place like the Automobile Show to emphasize Cadillac's superiority in luxury and craftsmanship.

See the Masterwork of the Motoring Age at the Automobile Show . . . then drive it at your nearest Authorized Cadillac Dealer.

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Chevrolet Introduces the Chevy II

Smooth flowing lines accent

Chevrolet's Newest Line—the Chevy II

One of the nine models of Chevrolet's newest passenger car line, the Chevy II series, is this 4-door sedan which proudly reflects straight flowing lines with simply sculptured details. Recessed single unit headlamps, a choice of four- or six-cylinder engines, and manual or automatic transmission are but a few of the many features found in this new line. The Chevy II's, along with the complete array of 1962 Chevrolet cars, will make their public appearance on September 29.

DETROIT — Chevrolet this week introduces the Chevy II, a complete new line of cars with new dimensions in size and function for the American motoring public.

Chevy II is larger than the Corvair but smaller than Chevrolet's standard cars. It will feature nine models, including station wagons, a hardtop sport coupe and a convertible.

The new models, which represent the most complete line of smaller-than-standard cars introduced in recent years, will go ondisplay at Chevrolet dealership Friday, Sept. 29.

Chevrolet General Manager E. N. Cole said the new line features "maximum functionalism with thrift."

He said "the Chevy II was designed to provide good basic transportation for the average American family and at the most reasonable cost. This includes not only the original price but also more economical operating and maintenance expenses."

REFINED SIMPLICITY

Styling features "refined simplicity." This is accentuated by long, smooth flowing lines plus subtle sculpturing of the sheet metal. The front end is distinguished by single headlamps and a lattice-type grille.

While the design of the Chevy II is generally along conventional lines, the car includes several outstanding mechanical features differing from standard models:

(1) Tapered plate springs, exclusive to the U. S. auto industry.

(2) New four-cylinder and six-cylinder engines developed for the new line.

(3) Integral frame and body construction with bolt-on front end.

The nine Chevy II models are divided into three series. The standard, called the 100, will include two-and four-door sedans and a two-seat station wagon. The deluxe series, called the 300 ,will contain two-and four-door sedans and a three-seat station wagon. Top series of the line, the Nova 400, will contain a two-seat station wagon, plus a two-door sport coupe and a convertible.

The Chevy II models are 183 inches long and have a 110-inch wheel-base. They are 70.8 inches wide and 55 inches high.

While slightly larger than the Corvair all around in exterior dimensions, Chevy II has passenger room and luggage space more nearly equal to the standard car. In comparison with the Corvair, the Chevy II four-door serans are almost four inches wider, 3.5 inches higher and the wheelbase is two inches longer. They contain 13.3 cubic feet of usable trunk space.

TAPERED PLATE SPRING

Introduction of the tapered plate spring on the Chevy II fulfills a long-time objective of the auto industry. It climaxes years of research for rear axle cushioning, which would cut the weight and assembly time of multi-leaf and coil suspensions and provide friction-free ride quality.

On the Chevy II, the tapered plate springs are mounted in heavy rubber insulators for maximum noise isolation. Coil springs are used in front. The new spring is a five-foot, short peened steel bar which varies in thickness and width to provide uniform stress distribution.

The Chevy II lines offer two new-line engines designed for front mounting, both of which feature maximum economy in operation. Larger of the two is a six-cylinder, 194 cu. in. engine rated at 120 horsepower. The other is a four-cylinder power plant, the first offered by Chevrolet since 1928. It has 153 cu. in. displacement and develops 90 horsepower.

The body-frame integral design used by Chevy II provides unusual strength and torsional rigidity along with weight savings. The highly functional design of the entire car allows maximum conversion of exterior size to interior roominess. In addition, the unitized front end structure with bolt-on fenders provides easier access to components and parts for repair or replacement.

Further accenting the wide customer choice available in the Chevy II, 14 exterior colors will be offered with color-keyed interiors. Transmissions include a three-speed manual and a new light-weight Powerglide especially designed for this line of cars.

A full line of comfort and safety options will be available, including power steering, power brakes, air conditioning and the Positraction rear axle.

The safety-padded dash will be standard equipment on all 1962 full-size Oldsmobiles, including the Dynamic 88 series.

Oldsmobile will offer 17 body styles in its full-size line of Dynamic 88's, Super 88's, Ninety-Eight's and Starfires—in 1962.

Greater choice as

Chevrolet Offers 3 Lines for 1962

The wide range of choices Chevrolet dealers will offer for 1962 is hinted in this three-car photograph. Pictured to compare over-all length are (top to bottom) the 180-inch Corvair 4-Door Sedan; the 183-inch Chevy II 4-Door Sedan, and the Impala Sport Sedan which measures 209.6 inches. They are representative of 32 passenger car models which Chevrolet dealers will start displaying September 29. The new Chevy II's bow in on the same date as other Chevrolet-built cars.

VOLVO DOES IT AGAIN—The World Champion Auto Daredevils have just announced the selection of Volvo for their 1961-62 Thrill Show. The rugged, sportscar-fast Volvo won out over 63 makes of imported cars. This performance is in keeping with its long, spectacular history of "firsts" in both road racing and economy runs, as evidenced by the above trophies and awards. Upper right photo shows the wining Volvo that averaged 72 miles per hour on a hazardous course in the 2,873 mile Argentine Gran Premios. Today's economy car buyers know the Swedish quality-built Volvo as the only family sports car.

CHEVROLET'S PASSENGER CAR LINE-UP FOR '62 FEATURES EXTENSIVE RE-STYLING

DETROIT — Chevrolet's passenger car line-up for 1962 features extensive restylling and major mechanical changes for its standard models plus a new complete line of smaller cars to be known as Chevy II.

This will bring the company's 1962 pasenger car line-up to 32 models—highest in its history—available in the Corvair, Corvette, Chevy II and standard Chevrolet lines.

The new Chevy II is larger than the Corvair but smaller than Chevrolet's regular car. Station wagons, a hardtop sport coupe and a convertible are included among nine models in the new line which emphasizes simplicity in styling and maximum functionalism in design.

Although the Chevy II design is basically conventional, it offers new front-mounted four- and six-cylinder engines, integral frame and body construction with bolt-on front end and an industry exclusive in tapered plate rear springs. Both three-speed manual and automatic transmisisons will be available.

From a styling standpoint, the standard Chevrolet for 1962 reflects the greatest change, although Corvair models and the Corvette will also feature a number of apeparance changes as well as new exterior colors and interiors.

CRISP, TAILORED LOOK

The new standard Chevrolet features a crisp, tailored look. The 1962 models have completely new sheet metal, grille work, bumpers and ornamentation, as well as new exterior colors and restyled interiors. New roof lines for sedans and the Impala sport coupe also highlight the new styling.

A number of mechanical changes and modifications will improve performance, durability and economy of 1962 models.

Among the major changes are a new 327 cu. in. V8 engine, a new weight-saving Powerglide automatic transmission and tires wih advanced two-ply design.

The new V8 engine is rated at 250 horsepower. It replaces the 348 cu. in. engine except for use in heavy trucks. Its performance equals the 348, but fuel economy and engine operating efficiency are both improved.

The redesigned Powerglide will be used with the new V8 engine and both the four- and six-cylinder engines of the Chevy II line. Extensive use of aluminum helps save 85 pounds of weight.

The new tires give improved fuel economy and ride quality while retaining load-carrying abilities, strength and durability of four-ply tires.

Heaters and built-in front seat belt anchors are standard equipment on all 1962 Chevrolet cars. A limited slip differential and air-conditioning are also available throughout the line of 32 passengar car models.

TWIN GRILLES

Adding to its fresh styling appearance, Corvair will have ne wtwin ornamental grilles in front plus restyled emblems, tail lights and engine exhaust grille. As a result of the strong popularity of the sporty Monza models, the Corvair 500 station wagon will be replaced by a luxurious Monza station wagon with optional bucket seats.

Corvette for 1962 will display a different look through a new body side cove treatment, as well as new radiator grille and emblems. The higher powered 327 cu. in. V8 engine will replace the 283 cu. in. engine in this popular American sports car.

The new Chevy II, while being slightly larger on the outside than the Corvair, is designed to give passenger car and luggage space more nearly equal that of the standard Chevrolet. The car is 183 inches long and has a 110-inch wheelbase. It is 70.8 inches wide and 55 inches high.

E. N. Cole, Chevrolet general manager, said "the Chevy II is designed to provide good basic transportation for the average American family and at the most reasonable cost. This includes not only the original purchase price but also more economical operating and maintenance expenses."

The car has simple, yet refined styling. Finely sculptured lines flow the length and width of the car to give it a long and substantial appearance.

The nine Chevy II models are divided into three series, with station wagons listed in each. In addition, two-door and four-door sedans are included in the 100 and 300 series. The Nova series also includes a sport coupe and convertible.

The tapered plate springs introduced on the Chevy II is an industry first and fulfills a long-time dream of automotive engineers. It is the result of years of research to find a rear spring arrangement which would cut the weight and assembly time of multi-leaf and coil springs while providing friction-free ride quality.

RUBBER INSULATORS

The new rear springs are mounted in heavy rubber insulators for maximum noise isolation. The spring is a steel bar five feet long with variation in thickness and width to provide uniform stress distribution.

Economy of operation is emphasized in both the four-cylinder and six-cylinder engines designed specifically for th Chevy II. This will mark the first time since 1928 that Chevrolet has offered a four-cylinder power plant. The four-cylinder engine has a 153 cu. in. displacement and is rated at 90 horse-power. The six-cylinder unit has 194 cu. in. displacement and generates 120 horsepower.

A new addition to the Falcon line for 1962 is this Falcon Squire, (top) a standard, four-door, six-passenger station wagon with simulated wood exterior trim that imparts a custom-crafted look. The Falcon Squire is a "dressed-up" luxury wagon with all the basic advantages of Falcon economy and maneuverability. With the second seat converted, the Squire boasts a big, flat and level cargo space of more than 76 cubic feet. The Deluxe Club Wagon (bottom) is one of three "family fun vehicles" being offered in Ford's Falcon line in 1962. The Deluxe Club Wagon is designed to carry eight passengers, or easily convert into a camping unit, a mobile home on wheels, or an all-around utility vehicle with 204 cubic feet of cargo space. The big double doors swing back to give a side opening of more than 49 inches. This wagon features a deluxe interior with a two-tone pleated vinyl trim scheme carried through seats, doors and side panels.

Westlake Auto Show

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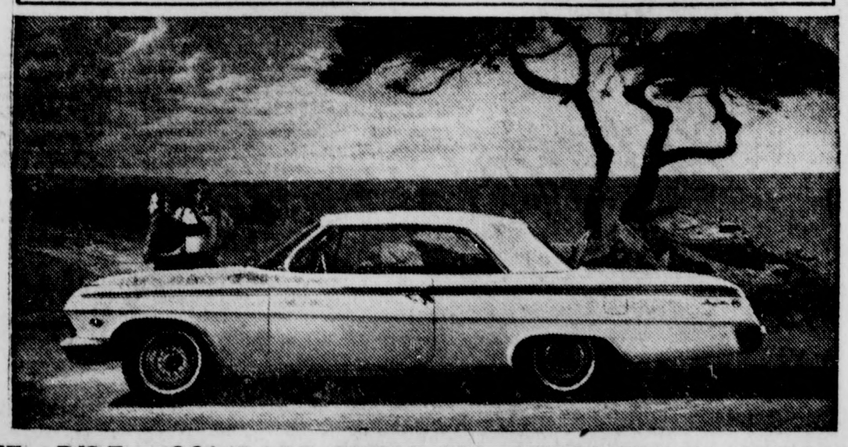
'Convertible' roof line on

'62 Chevrolet Impala Sport Coupe



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The top offering in Ford's station wagon line for 1962 is this four-door, nine-passenger Country Squire (top). The power-operated rear window is standard in this Squire as well as in the six-passenger Country Squire and in the nine-passenger Country Sedan. The Galaxie nine-passenger wagons have the only forward facing third seat in the low-priced car field. Tailgate openings on all of the wagons are more than 50" wide. This Galaxie 500 two-door hardtop (bottom) is one of twelve models being offered in Ford's expanded Galaxie series for 1962. The sculptured body of the 1962 Galaxie gives the appearance of actual motion to its unmistakably classic Ford lines. This appearance of movement is emphasized in the recessed Thunderbird-like rear window and in the forward thrust of the roof itself. The new Galaxie series will feature an industry first—"Twice-a-year" maintenance.

FORD BOASTS LARGEST SELECTION OF WAGONS IN THEIR HISTORY

Ford, traditionally leader in the station wagon field, will have the largest selection of station wagons in its history in 1962—a total of 13 models.

Announced recently were five standard wagons, in addition to the eight Falcon wagon models revealed earlier.

The standard Ford wagons include four-door, six passenger Ranch Wagon; the four-door, six- and nine-passenger Country Sedans, and the four-door, six- and nine-passenger Country Squires.

The five standard Ford wagon models have an easy-to-operate roll-down rear window in the tailgate. A power operated rear window is standard in the nine passenger Country Sedan and both Country Squire models. It is optional in the other two station wagon models.

Ford tailgate openings, more than 50 inches wide, offer easy accessibility and spacious interiors will accommodate full-size 4-foot by 8-foot plywood boards, even with the tailgate closed.

Ford's nine-passenger wagons have the only forward facing third seat in the low priced automotive field, and the new, easy-to-fold second and third seats can be easily converted into a flat, level cargo floor.

Ford's selection of 13 different station wagons for 1962, when contrasted to the one model offered in 1929 when Ford pioneered mass production of station wagons, illustrates how the demand for station wagons has increased.

In the last nine years alon, station wagon sales have risen from 3.4 per cent to 15 per cent of total industry new car sales. In this nine year period, Ford has consistently led the industry in station wagon sales. The Falcon station wagon, introduced less than 18 months ago, has already climbed into the No. 2 position in station wagon sales.

STAY AWAKE, STAY ALIVE

Driving on our freeways isn't just dreamy. It's downright drowsy.

If you would avoid falling asleep on the highway and waking up in the hospital, National Automobile Club advises you to wear comfortable clothing, avoid heavy eating before your driving and heavy smoking during your driving.

Carry on a light conversation with your passengers or listen to a stimulating radio program.

Don't get your eyes fixed in that hypnotic stare. Glance frequently at the passing scenery, be interested in road signs and signals, passing traffic, and the world in general outside your car.

Break those long stretches up into short stretches by stopping frequently for coffee, tea, or just a quick walk around in the crisp night air.

Whole New Look Sets 1962 Plymouth Distinctly Apart From Predecessor

A whole new look sets the 1962 Plymouth distinctly apart from all its predecessors among low-price, standard-sized automobiles.

And Plymouth's crisp new look in design, concept and construction delivers a completely new feel in ride, handling and performance, with valuable new savings in fuel economy and low-cost operation. First public showing of the new cars was held last month.

"The 1962 Plymouth is so totally new and different in so many ways, and so far ahead of any other car we ever introduced, that it's impossible to compare it with anything we've ever known before," C. E. Briggs, vice-president of Chrysler Corporation and general manager of the Chrysler-Plymouth Division, declared.

"Entirely different Forward Flair design and proportion of the new Plymouth produces a new center of balance that has opened the way for specacular built-in advantages that go far deeper than Plymouth's new beauty," he said.

Heading a long list of important design innovations, new improvements and benefits engineered into the 1962 Plymouth are:

New center of balance for all new riding feel.

Greater fuel economy, up to 7 per cent better than 1961.

New stepped-up performance, up to 11 per cent ahead of 1961.

Full unit-construction, with 7-dip anti-corrosion protection.

New self-adjusting brakes.

New transmission parking lock on instrumental panel.

32,000-mile lube cycle on major chassis points.

New steering gear system for easier, surer handling.

New concentric gearshift for manual transmission cars.

Improved Torsion-Aire suspension for smoother, quieter ride.

New automatic transmission, with lower, smaller tunnel hump.

New printed electrical circuits for instrument cluster.

And last but not least new-concept forced air heating and ventilating system.

'We have concentrated more solid values and benefits for the owner into the new-design 1962 Plymouth than in any full-size, low-price car we have ever produced," Mr. Briggs pointed out.

"The new center of balance helps contribute to the new Plymouth's smooth, sure riding qualities, hertofore out of reach in the low-price field," he said. "And it makes possible a sophisticated classic styling, with long tapering hood, swept-back windshield, slim flat roof and rearward location of the passenger compartment."

PERFORMANCE GAINS

Engineering tests have shown gains as high as 7 per cent in fuel economy and up to 11 per cent in accelerating ability for the 1962 Plymouth, over its 1961 predecessor.

The 1962 Plymouth has produced substantial gains in performance and handling qualities.

A new three-speed automatic transmission for V-8 models, 60 pounds lighter in weight, has 10 per cent more torque capacity. Plymouth's efficient manual transmission for 6-cylinder models features a new increased low gear ratio at 2.95 to 1 for improved breakaway performance and hill-climbing ability.

An entirely new starter with built-in reduction gearing for positive engagement is simpler, quieter and lighter and provides greater starting torque at low cranking speeds, with less current requirements under heavy loads.

Improved Torsion-Aire suspension gives an even smoother, quieter ride with its redesigned rear springs and new improved shock absorber mountings. Advances in Plymouth's Sure-Grip differential deliver improved performance under slippery road conditions.

Plymouth's highly efficient all-new manual steering gear for 1962 reduces internal friction and provides quicker and easier steering response for handling and parking.

A new concentric gear shift mechanism for Plymouth's manual transmisison cars delivers crisp, positive action and a firm feel to the shifting.

New hydraulic brakes, requiring iess pedal effort and providing increased pedral reserve, are designed with an automatic self-adjusting feature to eliminate periodic adjustment expense. Plymouth also introduces this year new type vacuum-suspended power brakes, providing higher maximum power assist. New improved parking brakes, moved to the rear wheels from the transmission, have higher capacity and are easier to operate.

OPERATING ECONOMY

Economy of operation always has been, and continues to be one of the foremost advantages of Plymouth, whose time-proven 225-cubic inch inclined 30-D Economy Six engine and 318-cubic inch standard 8-cylinder Fury V-800 engine both have scored victories in the Mobilgas Economy Run, where Plymouth has won in its class for five straight years.

Improved fuel economy is achieved again in the 1962 Plymouth with its highly efficient new transmission and torque converter.

New rear axle design permits use of lower axle ratios that help deliver significantly improved fuel economy at steady highway speeds, and incorporates larger diameter axle shafts for durability.

Other important economy features of the 1962 Plymouth include a new 32,000-mile lube cycle on major chassis points.

Economy of maintenance also accrues to the Plymouth owner from a new extended 4-000-mile oil change cycle, as well as from the new four-quart crankcase oil capacity for the V-8, for economical fills.

MOTOR-VEHICLE REGISTRATIONS

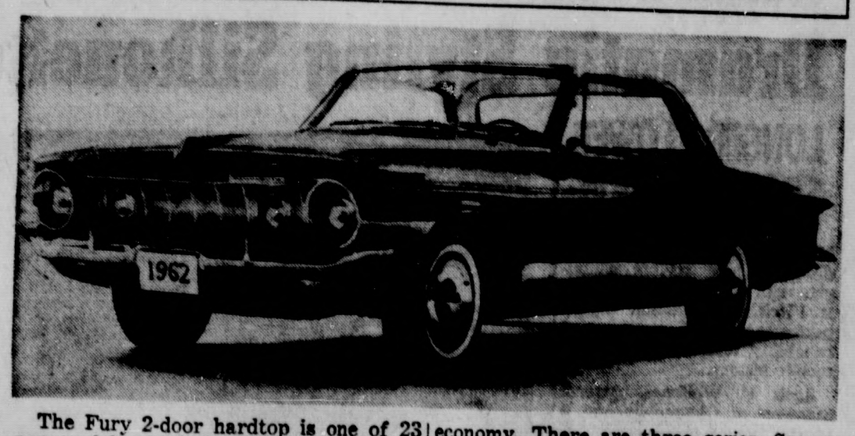
Motor-vehicle registrations in the United States are expected to reach 76,007,000 for 1961, reports the National Automobile Club.

This figure will represent a gain of 2,106,000 or 2.8 per cent over the 73,901,471 motor vehicles registered in 1960.

MINING IN NEW MEXICO

As early as the seventeenth century, reports the National Automobile Club, lead and some silver were mined in New Mexico in the mountains near Santa Fe.

Plymouth Has New Look for 1962



The Fury 2-door hardtop is one of 23 new models which Plymouth introduces to the low-priced field for 1962. All Plymouth models have a new look which sets them apart among standard size cars. There is a completely new feel in ride, handling and performance, with valuable savings in fuel economy. There are three series, Savoy, Belvedere and Fury. The engine line-up includes the 225 cu. in. 30-D Economy Six, the 318 cu. in. Fury V-800, both Mobilgas Economy Run champions, and the 361 cu. in. high-performance Golden Commando V-8.

The 1962 Ford Galaxie line features a crisp, fresh approach to Ford's classic styling. Shown here is the Galaxie 500 Sunliner convertible, one of twelve models in the Galaxie line. While the new Galaxie is slightly shorter and fractionally narrower than the 1961 model, the large passenger compartment is the same as 1961. Large door openings, coupled with Ford's convenient two-position door stops, make entering and leaving the Galaxie an easy and natural movement. The Sunliner top is anchored at each roof bow to prevent "ballooning" when underway. The vinyl-lined top is stowed under a color-keyed boot.

Westlake Auto Show

November 1 thru 4

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NEW FOR '62 . . . Starfire Coupe featuring leather-trimmed bucket seats, sports-type control console, stick-operated 4-S Hydra-Matic, power steering, power brakes, and high-performance 345-h.p. Starfire V-8.

***Star Performers* / at the show and on the road!**

There's "SOMETHING EXTRA" about owning an OLDS... the car with the sporty flair... the car with a zest for zip... the car that's fun to drive! Reason: You get action-packed performance from the powerful V-8 engine under every '62 Oldsmobile hood! You can take pride in the rakish look of an Olds roofline, the tasteful tailoring of dramatic interiors! See all the new '62 Oldsmobiles at the show! Then try one in action at your Olds Quality Dealer's!

NEW FOR '62 . . . F-85 Cutlass Convertible featuring foam-padded bucket seats, de luxe steering wheel, safety-padded instrument panel, power top—plus ultra high-compression Cutlass 185-h.p. aluminum V-8 Engine.

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Oldsmobile 88's and 98's Feature A Dramatic Styling Silhouette For '62

LONGER, LOWER, SPORTIER LOOK

The 1961 Oldsmobile 88s and 98s and Starfires feature a dramatic new styling silhouette with a longer, lover, sportier look, outstanding engine performance and quality and reliability unmatched in Oldsmobile history.

Jack F. Wolfram, general manager of Oldsmobile and a vice president of General Motors, said that these new full-size Oldsmobiles, and the 1962 F-5 models, will be displayed in Oldmobile dealer showrooms after Friday, Sept. 22.

"The fresh new profile of our 1962 88s and 98s," Wolfram said, "has been achieved through completely different front and rear styling, new fender lines, and new crisp roof designs.

"The advanced roof styling," Wolfram said, "is typified in our new 98 Holiday sports sedan which combines the eye appeal of a Holiday coupe with the convenience and utility of a four-door model.

HOLIDAY SPORTS SEDAN is new Oldsmobile '9' model for 1962 with its advanced roof styling, the elegant Oldsmobile Holiday Sports Sedan for 1962, offered in the 98 series only, combines the eye appeal of a Holiday coupe with the convenience and utility of a four-door model. Under the hood of the distinctively styled 98 is the flashing 330-horsepower Skyrocket engine, with stepped up performance and increased economy of operation. The 1962 four-stage Hydra-Matic, Oldsmobile's performance transmission, smoother and quieter than ever, is standard equipment on all 98 models.

STARFIRE COUPE

"And," he added, "Oldsmobile's entire line is further enhanced by the exciting Starfire coupe. Making its appearance for the first time, the Starfire coupe will incorporate all the features that have made the Starfire convertible so popular."

Wolfram emphasized that the new Oldsmobiles are even *uieter, more comfortable and are smoother in operation this year.

Pointing out that Oldsmobile's top performing four-stage hydra-matic transmission has been improved again for 1962, he explained that a new "pressure-compensated shift pattern" provides a smoother-than-ever transition between the four speed ranges. And, on the full-size cars, the hydra-matic utilizes a new concept—counter-phased gear sets—which virtually eliminate gear noise even in neutral.

"New highs in Oldsmobile engine performance for 1962 result from several important design improvements," Wolfram continued. "A new combustion chamber shape and higher (10.25 to 1) compression ratios in the Rocket engine step up power and performance throughciency, coupled with lowered out all driving ranges. These improvements in engine effirear axle gear ratios, increase fuel economy considerably.

MORE MILEAGE

"In the case of the Dynamic 88," he continued, "its ultra-high compression 280-horsepower Rocket engine delivers a substantial increase in performance as well as increased miles per gallon on premium-grade gasolines." (A 260-horsepower Rocket engine with an 8.75 to 1 compression ratio is available as an option at no extra cost for those who perfer to use regular-grade gasoline.)

Maximum brake horsepower of the 1962 Skyrocket (4-barrel carburetor) engine, standard on both the Super 88 and 98 series, is increased to 330.

Exhilarating highway performance, provided by its own Starfire engine and a precise coordination of power train elements continue as the outstanding features of the Oldsmobile Starfires.

The ultra-high compression (10.5 to 1 Starfire engine, at 345 horspewor, represents one horsepower to every 13 pounds of car weight.

The exciting new Starfire coupe is equipped with front bucket seats and a sports-type power console. Luxuriously and tastefully appointed, it will feature the same color and trim combinations as the spectacularly-received Starfire convertible.

Standard equipment on both Starfires include the 4-S hydramatic transmission, power steering, self-adjusting power brakes and dual exhausts in addition to the bucket seats, power console and generous use of genuine leather in the trim scheme.

For the first time, Oldsmobile's high capacity dual-range power heater is included as standard equipment on all 88s, 98s and Starfire models.

Easy installation of seat belts is provided by reinforced brackets which are standard eqiupment on all 1962 F-85s, Dynamic 88s, Super 88s, 98s and Starfires.

RAISE STEERING WHEEL

For improved driving comfort and easier entry and exit conditions, the diameter of the de luxe steering wheel on cars equipped with power steering has been reduced by one inch. The steering wheel has also been raised for increased clearance between the wheel and the front seat.

"In line with Oldsmobile's concept of increased reliability," Wolfram said, "the 1962 Oldsmobile chassis, including front suspension, steering linkage, propellor shaft, generator and distributor, will not need further lubrication under normal operating conditions. "This is also true of the new tapered roller bearings which replace the ball-type wheel bearings for greater durability in the full-size Oldsmobile for 1962."

Oldsmobile's general manager also said that a self-adjusting feature has been incorporated in the power braking systems of the full-size 1962 Oldsmobiles. This feature automatically compensates for brake lining wear by adjusting the clearance between lining and drum, eliminating the need for frequent brake adjustments.

The three center main crankshaft bearings on the Rocket, Skyrocket and Starfire engines have been lengthened to provide additional crankshaft support. This results in quieter and smoother engine operation.

"To further improve ride characteristics," Wolfram said, "new, larger body mountings, together with revised coil spring rates and shock absorber valving are used in all 1962 88, 98 and Starfire Oldsmobiles."

Cooling capacity of the Oldsmobile air conditioners has been increased this year, and its operation is also quieter due to the adoption of a new compressor design. Compressor displacement has been increased by 36 per cent.

CUSTOMER SATISFACTION

"These improvements," Wolfram said, "along with Oldsmobile's determination to build a car of superiority, are designed for greater customer satisfaction through greater product reliability."

Along this line, Wolfram explained that Oldsmobile recently appointed a reliability director, reporting directly to the general manager. He is charged with the responsibilities of inspection, quality control, and "whatever it takes to build a car as faultless as it is humanly possible."

Wheelbases on the 1962 Oldsmobiles are unchanged at 123 inches for the 88s and 126 for the 98s.

"While the new Oldsmobiles appear considerably longer than the 1961 models, their over-all length has actually been increased less than two inches," Wolfram stated.

"This is because our 1962 styling accentuates the length of the car and emphasizes its 'big-car' appearance," he added. "The front bumper is fully integrated with our front-end styling. The forward fender design forms a cradle for the grille and headlamp assembly."

Intriguing new roof styling is featured in the Holiday coupes of all three series. Another important change in roof styling for 1962 is apparent in the Dynamic 8 and Super 88 Celebrity Sedans.

INDIVIDUALITY

The roof styling of the 1962 Oldsmobile helps emphasize the individuality between series, especially in the elegant 98's whose roofs are distinctive from the rest of the line. The 98 is equipped with twin sets of tail lamps.

Greater distinction between all series of 1962 Oldsmobiles has also been achieved through the use of different moulding treatment and identifying insignia, while interior trim designs an dmaterials have been developed specifically for each. New instrument panels also carry individual series identification.

Seventeen body styles are offered in the 1962 Dynamic 88's, Super 88's and 98's.

Fifteen exterior colors and six harmonizing interior combinations are offered, all of them of durable, high-luster acrylic lacquer.

Details of the expanded line of new 1962 Oldsmobile F-85's have now been made public.

OLDS INTRODUCES 2 CONVERTIBLES; EXPANDS F-85 LINE TO 9 MODELS

LANSING: With the introduction of two exciting new convertibles in 1962, Oldsmobile is expanding its F-85 line to a total of nine models, J. F. Wolfram, Oldsmobile general manager and a vice president of General Motors, announced.

The Sports Convertible and the Cutlass Convertible, along with the other F-5 models, and the Oldsmobile 88's, 98's and Starfires for 1962, will be shown to the public at Oldsmobile dealer showrooms on Friday, September 22.

The new Cutlass Convertible, like its companion model, the Cutlass Coupe, will be equipped with all-Morocceen interiors, front bucket seats and the Cutlass 185 ultra-high compression, aluminum V-8 engine.

"This engine," Wolfram said, "with its 215 cubic inch displacement, a four-barrel carburetor and a 10.25 to 1 compression ratio, gives spectacular performance with surprisingly good mileage on premium grade gasolines."

he Cutlass engine is available as an extra-cost option on all F-85 models, he added.

The standard engine for all other F-85's is the 8-cylinder, 155 - horsepower, aluminum Rockette engine, widely acclaimed for its performance and economy. It also has a displacement of 215 cubic inches, but is equipped with a two-barrel carburetor and 8.75 to 1 compression ratio for operating with regular grade fuels.

"For 1962," Wolfram continued, "we have made further styling refinements and mechanical improvements. In addition, Oldsmobile's increased emphasis on quality and reliability designed for even greater customer satisfaction, places the F-85 in a class by itself in the low-price field."

Among the body design improvements noted by Oldsmobile's general maneger is almost two inches of additional leg room in the rear compartment of the four-door sedans for increased passenger comfort.

STYLING CHANGES

"Styling changes in the pleasingly proportioned F-85," he added, "include a completely different front end with new hood, grille and headlamp housings, and a restyled rear section with twin tail lamps mounted on each side. The backup lamps are now located on the lower body panel below the rear bumper. Body side mouldings on deluxe models are of a different design and are positioned to create a smart new styling accent. New also is a wide, stainless steel rocker panel moulding."

Wolfram said that interior trim and appointments have been made more attractive and luxurious in the F185 for 1962, not only in deluxe models but in all coupes, sedans and station wagons. "Our customers will find them much richer looking," he stated.

Major Technical Breakthrough In Oldsmobile's New Engine

LANSING, MICH.—Oldsmobile engineers have made a major technical breakthrough by bringing down to earth a key principle of high performance aircraft engine design. The result is an ultra-high performing Turbo-Rocket aluminum V-8 engine scheduled for introduction by Oldsmobile Division on a limited production sports car model early this winter.

Jack F. Wolfram, Oldsmobile Division general manager and a vice-president of General Motors, said further that the Turbo-Rocket will mark the first successful application of a turbo-charger with fluid injection on a commercially-produced passenger car.

"Injection of a specially-formulated Turbo-Rocket fluid," he explained, "controls combustion by keeping a more uniform burning rate during combustion in each cylinder. This makes it possible to operate the turbo-charged engine at a highly-efficient 10.25:1 compression ratio, with readily available premium grade gasolines.

"This new fluid-injection turbo-charged engine delivers economy when it is wanted and sensational performance when the driver needs it. It is an exclusive Oldsmobile engineering deveolpment incorporating a turbo-charger made by Air Research Division of Garrett Corp., manufacturers of turbo-chargers for the aircraft industry.

"The Turbo-Rocket engine," he continued, "will produce approximately one horsepowei for each of its 215 cubic inches of cylinder volume, approaching a long-standing production car design goal of automotive engineers. Its power-to-weight ratio is also extremely low at 1.88 lbs. per horsepower. The lightness of this aluminum V-8 engine makes it more economical to operate."

Both turbo-chargers and superchargers have the same purpose: to increase power output by pumping more air-fuel mixture through the engine for increased performance.

But in doing so, it has been the practice with super-chargers to operate at relatively low, less economical compression ratios in order to control detonation.

"However," Wolfram explained, "a new high-compression-plus - turbo - charging concept by Oldsmobile engineers, coupled with their development of a practical system for injecting anti-detonant fluid made our Turbo - Rocket engine a reality."

Oldsmobile's general manager pointed out a further advantage of the Turbo-Rocket's turbo-charger system. It is driven by the energy in exhaust gas. It takes no power out of the engine and requires no additional fuel for its own operation.

C. M. Murphy Oldsmobile

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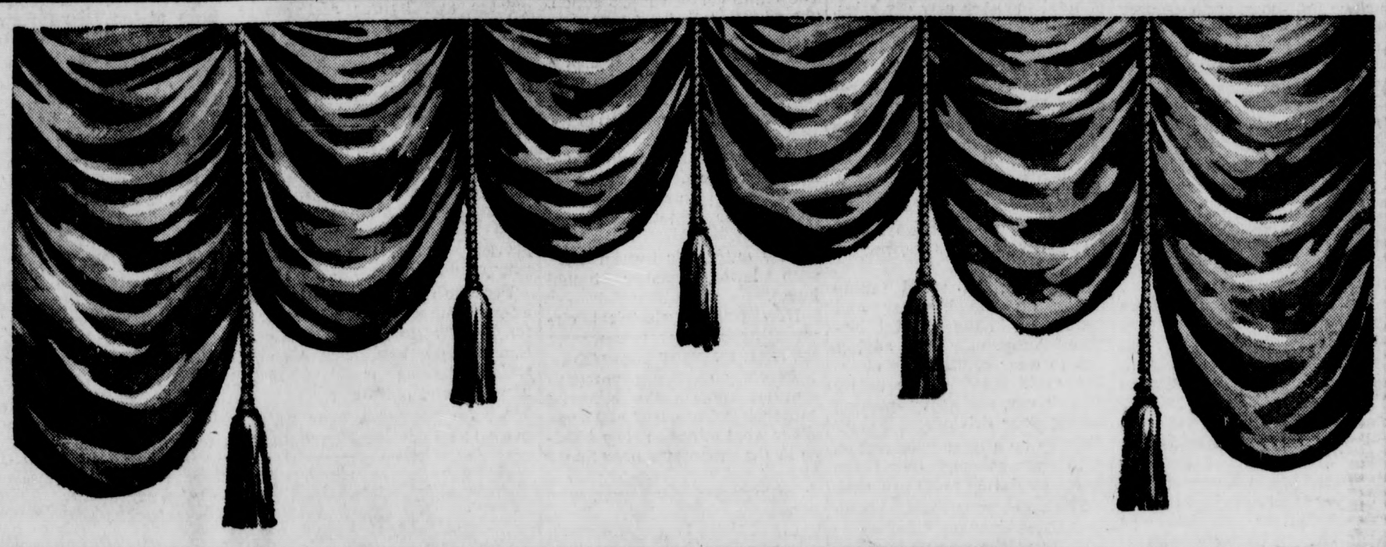

Elegant Ninety-Eight Holiday Sports Sedan

Any way you look at it "there's something extra" about Olds for '62! V-8 performance right across the line . . . from engines that deliver up to 345 h.p.! Smooth action of Oldsmobile's 1962 4-S Hydro - Matic . . . the performance transmission with the solid new feel! Supension refinements that put new ride and roadability in every model! Sporty new styling inside and out.

THERE'S A NEW STARFIRE FOR '62

A flashing high-performance addition to the Oldsmobile line of cars for 1962 is this Starfire coupe with its distinctive band of brush-textured anodized aluminum extending from front to rear. Luxuriously and tastefully appointed, it offers the same color, trim and mechanical features as Oldsmobile's spectacularly-received Starfire convertible.

SEE THESE CARS at the
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or
At Our SHOWROOM ANY TIME